THE MUSIC
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OPERATORS
NEWS MAGAZINE
JULY 1983

CANADIAN
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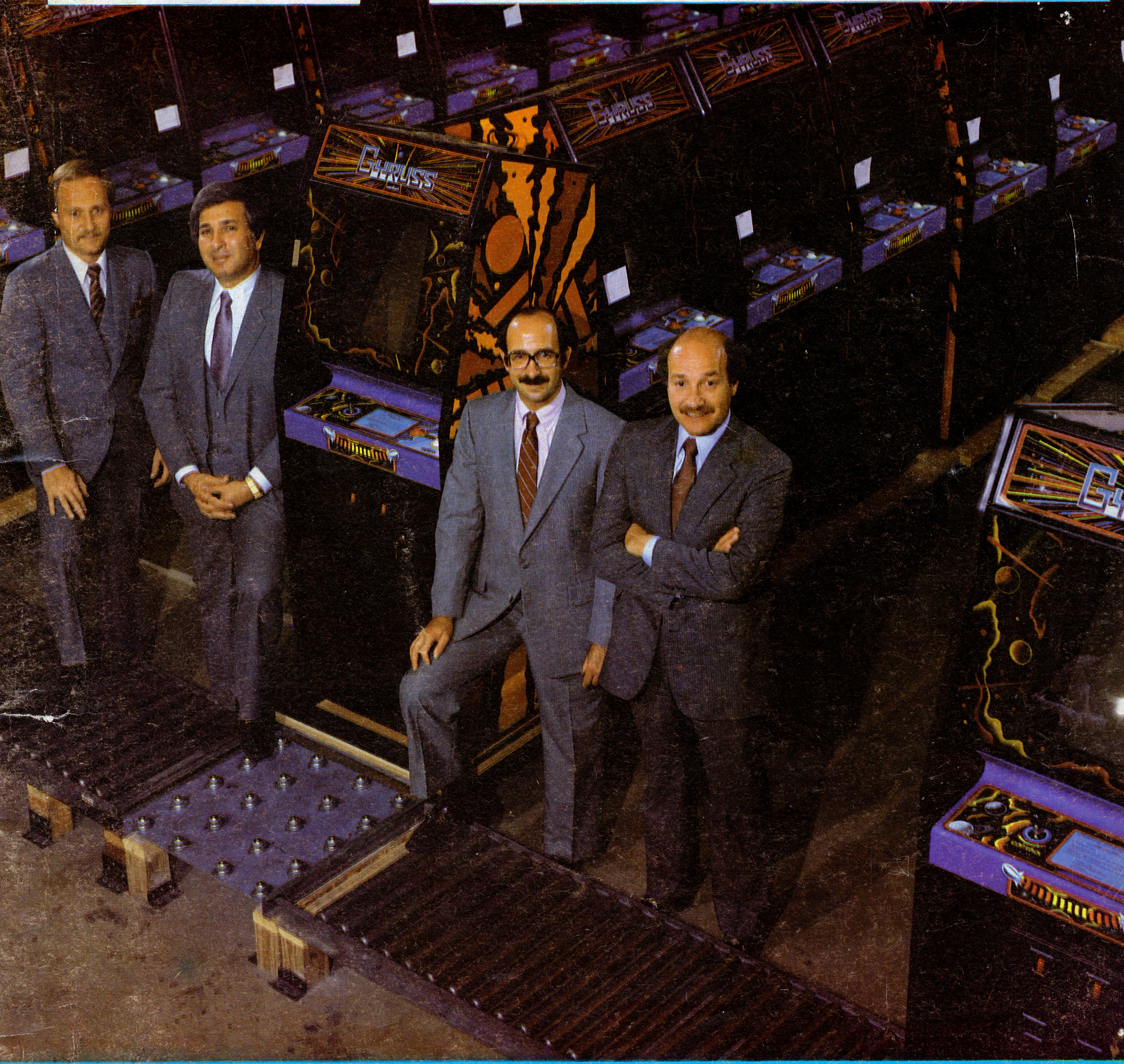
MAGAZINE



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Vol 1. No. 1.

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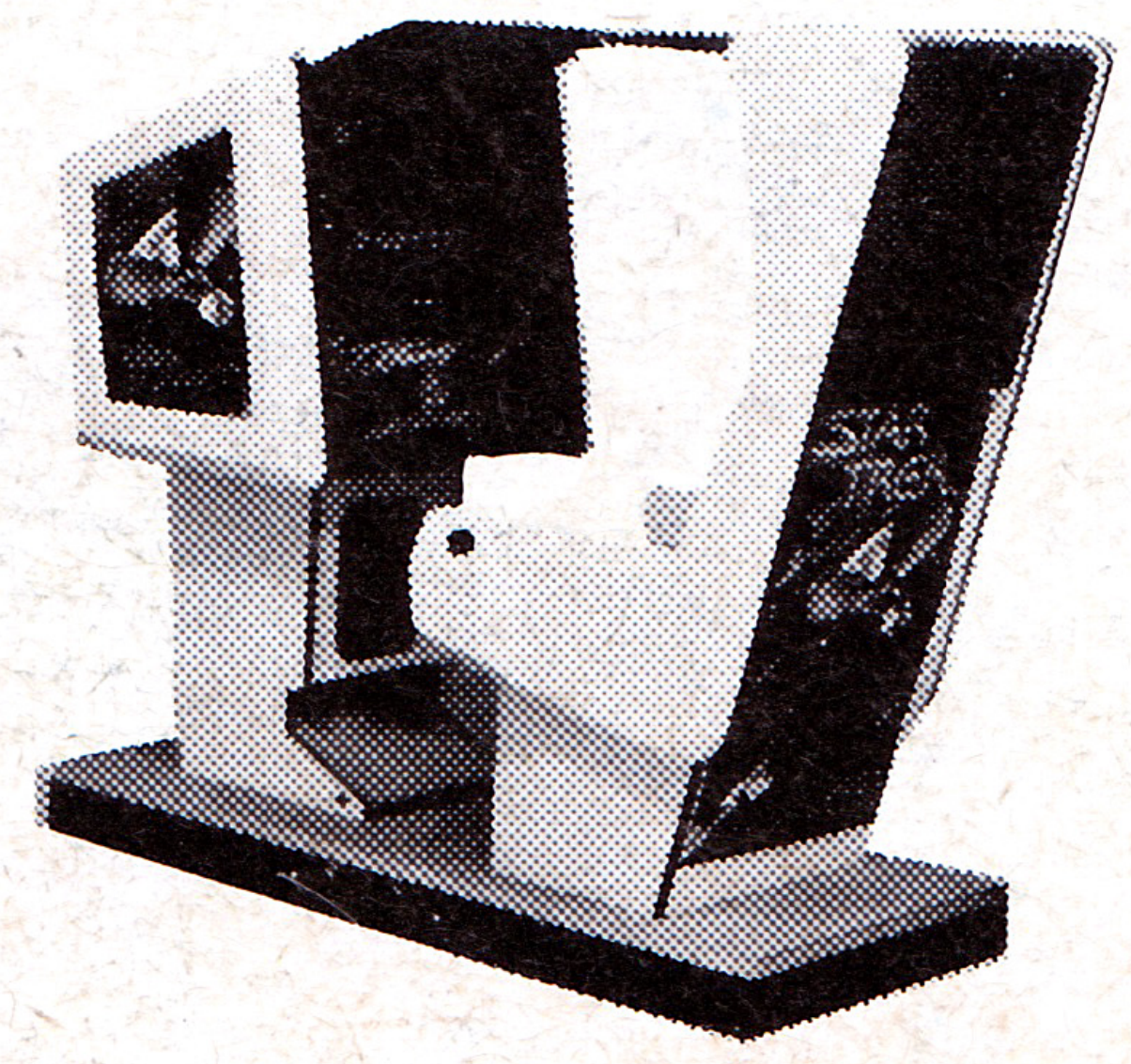

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New-Way Sales Hosts Seven Factory Directed Service Schools

Shown above is Mr. Bob Norton, Customer Service Manager for the Midway division of Bally/Midway Mfg. lecturing his class at New-Way Sales Service School.

New-Way Sales Company was pleased to present for their customers' benefit, seven factory directed service schools.

Technical service representatives from **Atari Inc., Bally (Pinball division) Midway Mfg., Nintendo of Amercia, Stern Electronics, Taito America Corp., and Williams Electronics** were invited to Toronto to take part in this annual event organized by **Wm. (Bill) Rosenfield,** National Sales Manager of New-Way Sales.

Classes were limited to 30 people so as to provide the maximum exchange of information as past experience has shown that large classes are far less effective.

The seven one day classes were held over a two week period in May at New-Way Sales modern facilities in Rexdale, Ontario. Classes were held from 9:00 a.m. to 5:00 p.m. Lunch was served courtesy of New-Way Sales in their cafeteria facilities.

Reports from operators and their service personnal were extremely favorable inasmuch as most classes were of a "hands on" nature, dealing with specific day to day problems and their solutions, as well as dealing with the technical advances, being utilized by each factory in the production of the newest games.

All sessions proved to be extremely successful and from all indications everyone is looking forward to the next series of New-Way Sales sponsored factory directed service seminars.

Canadian
COIN BOX
Magazine

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1946

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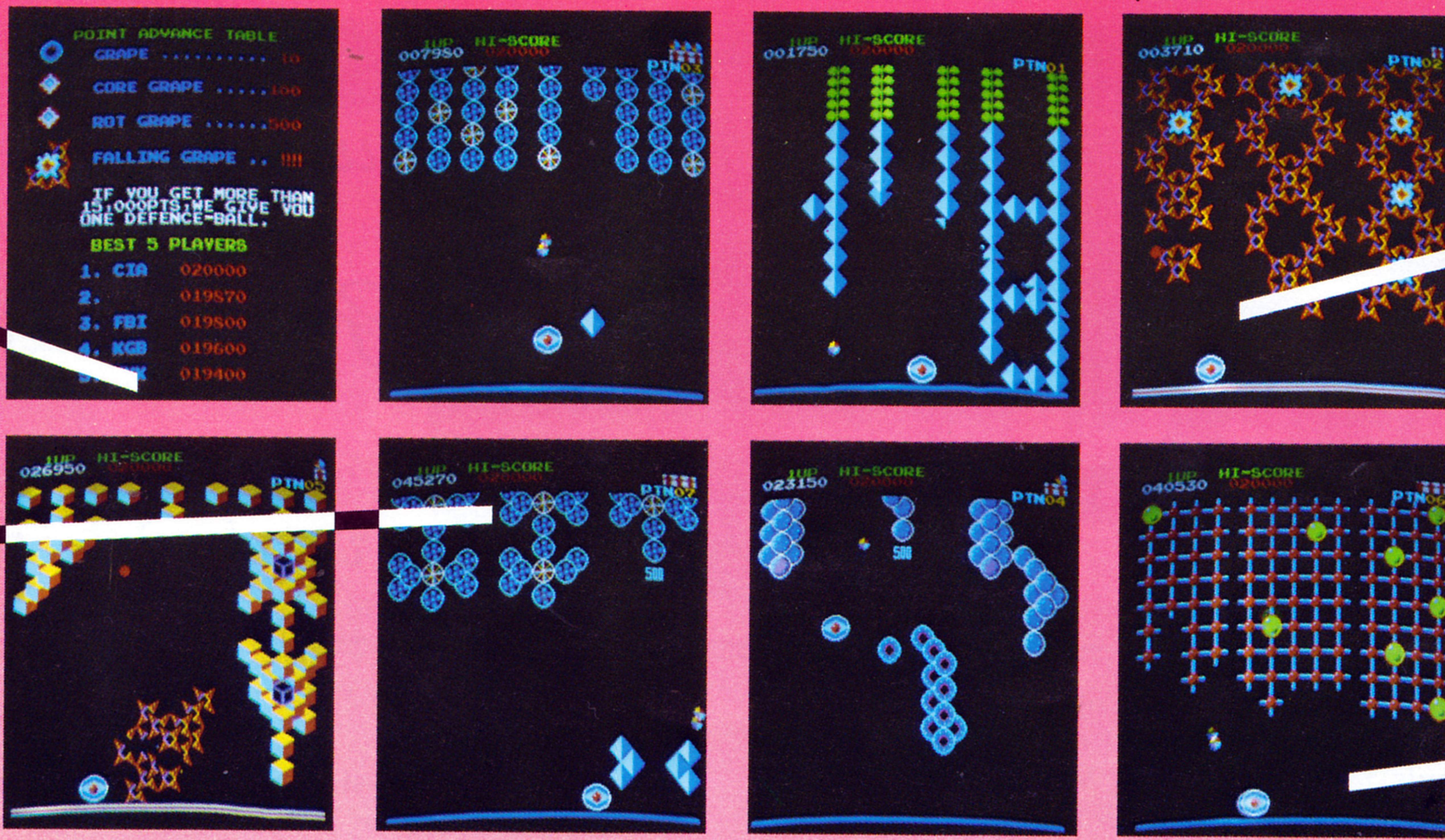
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New Way Sales' Bill Rosenfield Talks About The State Of The Canadian Games Industry

. . . Says "Difficult Times Will Give Way To A Great Future"

Bill Rosenfield

One of the most knowledgable men in North America and, certainly, in Canada in respect of the Music, Games and Amusements industry is **New Way Sales Limited's Director of Sales and Marketing, Bill Rosenfield.** And why wouldn't he be after twenty-nine years in domestic and international sales with leading Canadian and American Distributing and Operating Companies?

Moreover, anyone who knew the late **Jarimir Janda** must be aware that he wouldn't have engaged anyone but a top, highly qualified, man to take on such a responsible position with his expanding organization now so ably directed and run by his sons **Jerry Janda, Jr., Paul and Peter.**

In 1954 **Mr. Rosenfield** after wartime service in the American Army and a number of interesting years in the American entertainment industry, joined **Cleveland Coin International** and rapidly rose to the position of Sales Manager. After exactly twenty-one years to the day, he resigned, took a holiday and in response to a long standing invitation from the late Mr. Janda, joined New Way Sales Limited some seven and a half years ago. Mr. Janda was on the verge of retirement, the company was ready to enter a phase of large scale expansion; this provided a real challenge to a man of Bill's abilities, character and ambitions. Besides, he and his wife Anne took a liking for Ontario from the numerous visits they had made to the Ontario capital.

Today, the Janda Group of companies, of which New Way Sales Ltd. is but one, have, indeed, expanded and grown under the **Presidency of Jerry Janda, Jr. . . . Bill Rosenfield,** has played a vital and dynamic role in this growth, and today continues to be one of the group's major assets.

There are few Music, Games and Amusements Executives in Canada, or, indeed, the U.S. with a greater knowledge and insight into its goings on than Mr. Rosenfield.

In a recent interview, Bill persuaded to give of his views on the industry as he now sees it. At any time they would be of great value; in these recession times they are even more pertinent.

Question:

What is the status of New Way Sales Limited today?

Answer:

As you know, New Way Sales has undergone a challenging period of great expansion and diversification. We were a medium sized firm which over the past several years has grown into reportedly the largest company of its type in Canada. I'm very proud to have played a part in this buildup of the company. Naturally, we plan to continue growing and helping to increase the stature of our industry in Canada.

Question:

Your Company, at least under Mr. Janda, Sr. used to do quite a large foreign business with South America, Caribbean countries, Mexico and the U.S. Does it still?

Answer:

We still do business into the States but we've cut back in the Caribbean and other central and South American

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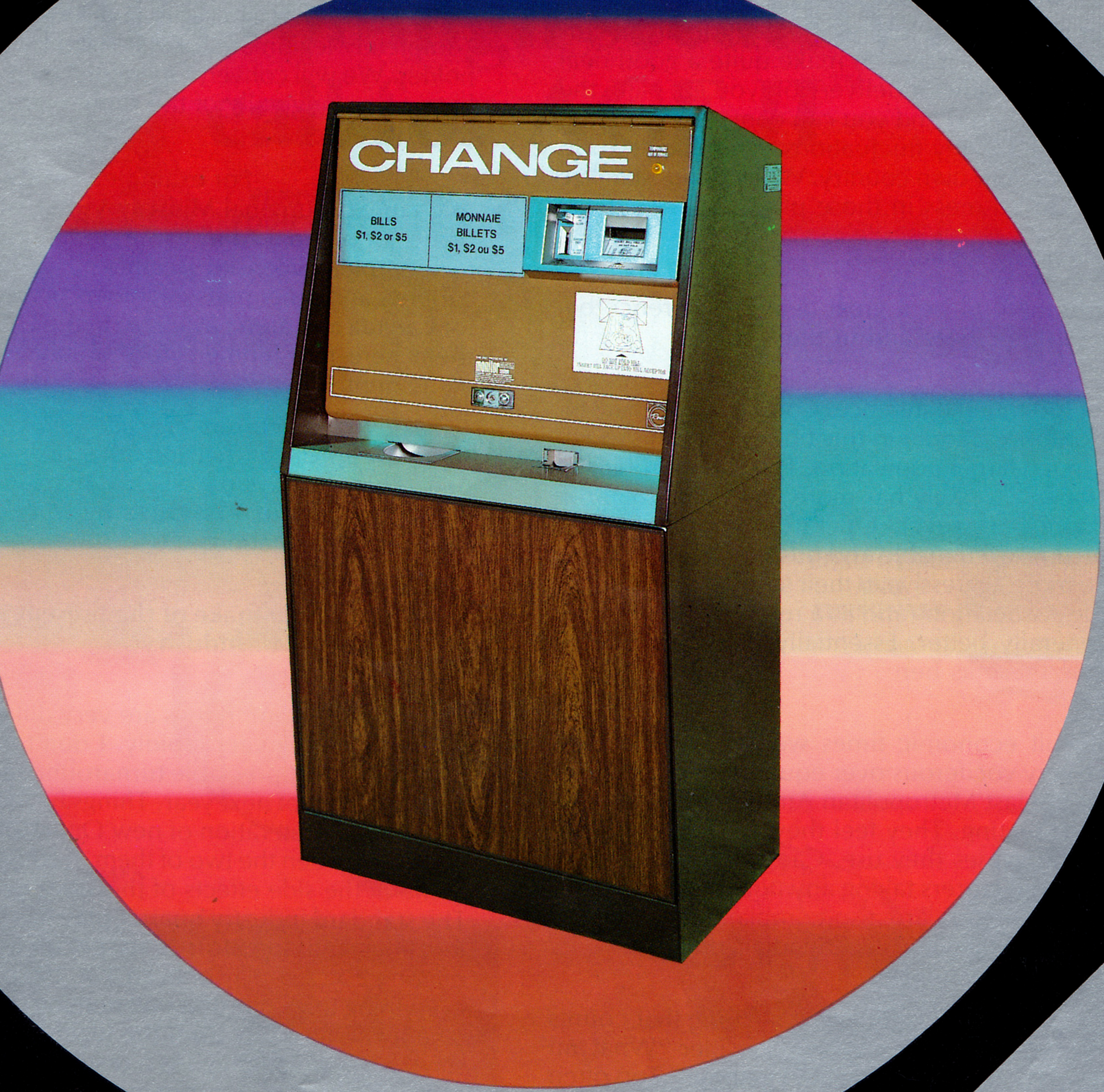

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Bill Rosenfield

Continued from page 6

countries. Our main reason for this is the instability of currencies in those regions. You can make quite a good deal but, by the time it's ready for delivery or, you get paid, the exchange rate has altered and you can come out of it badly hurt. With these money fluctuations, it's difficult to do business outside of your own country. When things stabilize we'll probably do business in those places again but not at present.

Question:

Do you find there to be a great deal of difference between doing business here and in the U.S.?

Answer:

There's not too much difference. Competition is heavier there with a lot more people in this business even though there's also a much larger population. The Greater Chicago area, for example, probably has more Operators than the whole of Ontario. However, Operators in the U.S. are generally more knowledgeable and business oriented than here. They are more aggressive in their support of Local and Natioanl Trade Associations and as a result the state of the industry is generally better. Essentially, though, it's very much the same there as here.

Question:

In the difficult economic times we are in, Canadian Operators are very vociferous over equipment prices. You heard them at the last Metropolitan Amusements Association of Canada Meeting. They feel they are having to pay too much for the games they use. Can you see any signs of American manufacturers taking any notice of this? Their own American Operators are also complaining, and they only have to pay about 60% of Canadian prices.

Answer:

Price is a funny thing; really, the only thing that counts is the bottom line. Buyers tend to only consider "What am I paying" instead of asking "What am I getting?" Too often they don't take into consideration warranties, backups in parts, advice, and service. They don't always think about what will happen if they get into "a hole" with technical problems. It doesn't occur to them that if a game is down and out of action for a week or two, they can lose $800.00 whereas if they had paid $200 or $300 more for it in the first place, it would have been back in use in a day or two and that would have represented a net saving to them of perhaps $500.00.

Manufacturers have expenses which aren't readily seen such as R & D costs, union commitments, rising costs of material, etc. However, many manufacturers are starting to bring prices down and are starting to introduce other cost reducing programs.

Question:

Quite so but, do you see any possibility of cheaper Video Games in Canada? Is not your company substantially involved in conversions of games?

Answer:

Yes, there are some things going on which will be of benefit to Canadian Operators. We have been aware for a long time how many Operators feel about equipment costs and we have passed this on to Manufacturers. I am happy to be able to say that at last they have taken notice of the situation here and are now taking a number of actions to help Canadian Operators.

We are selling legal conversion kits which can put a new game into an Operator's location at a substantial saving over the price of a completely new game. These are game kits and conversions from big name manufacturers and they are completely legitimate and licensed by the legal copywrite holder. We will convert Operators' own games though they have to be originally of the same manufacturer's make as the conversion.

For example, a **Midway** conversion has to go into an original **Midway Video,** an **Atari** conversion needs an original **Atari** game. In addition, we are making up complete licensed, legitimate games using our own cabinets and other parts. Numbers of these games are solely for Canada and aren't available in the U.S., nor can we build them here for shipment to the States. That's part of our agreement.

U.S. Manufacturers are also helping the Canadian industry by applying legal and other pressures against copyists here. That will have the effect of reducing competition from copy games, and that in turn, will reduce competitive pressures on locations.

Question:

What do you make of the present situation confronting the Canadian Industry?

Answer:

At the moment, things are very difficult and I don't see them improving very rapidly. I don't think that there will be any really appreciable turnaround in the economy until the beginning of next year. Things have been made difficult by a huge proliferation of new Operators and copy games, which, between the two of them, have saturated the market. Some of the side effects of this have been "pricing wars". The standard industry quarter play has been challenged by locations and operators — desperate for cash . . . some are offering 2 × 25¢ play or even 3 × 25¢ play because they've everything to gain by this and nothing to lose. . . . But it does take away business from the legitimate operator trying to stay at 25¢ single play. As a result, where this goes on, no one is making much money.

The amount of money available to be spent on Games at present simply will not support the number of Operators there now are. These new Operators in many cases represent speculative money, often from people with large incomes who are using the games industry, a cash industry, to hide some of their money and they have destroyed the foundations of this industry!

Copy games people are greedy. They want a quick buck, they are numerous, and they have no regard for the health or welfare of the industry. Why should they? For the most part they aren't real members of the industry, they have no solid investment to protect and they don't plan on staying in it as an ongoing business.

Once the quick, easy buck is out of it, they will be gone. At the same time, copy games manufacturers are beginning to fold up. *Two of the largest in the country have closed their doors in the last month.*

Copyists and users of copy games are coming under increasing pressures and I feel they'll be out before long. That will help legitimate operators and the entire industry get back on a solid, healthy footing again!

Continued on page 60 C

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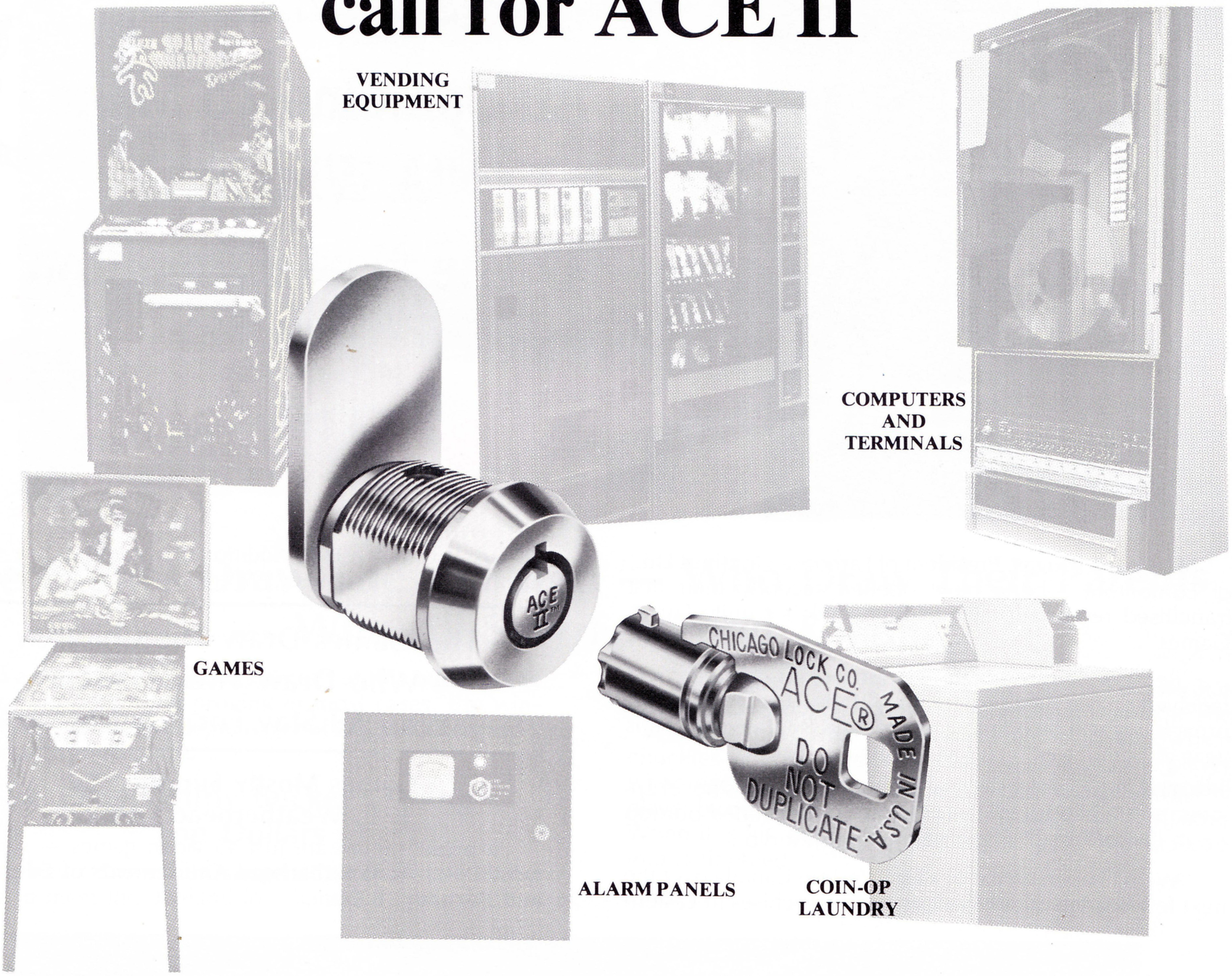
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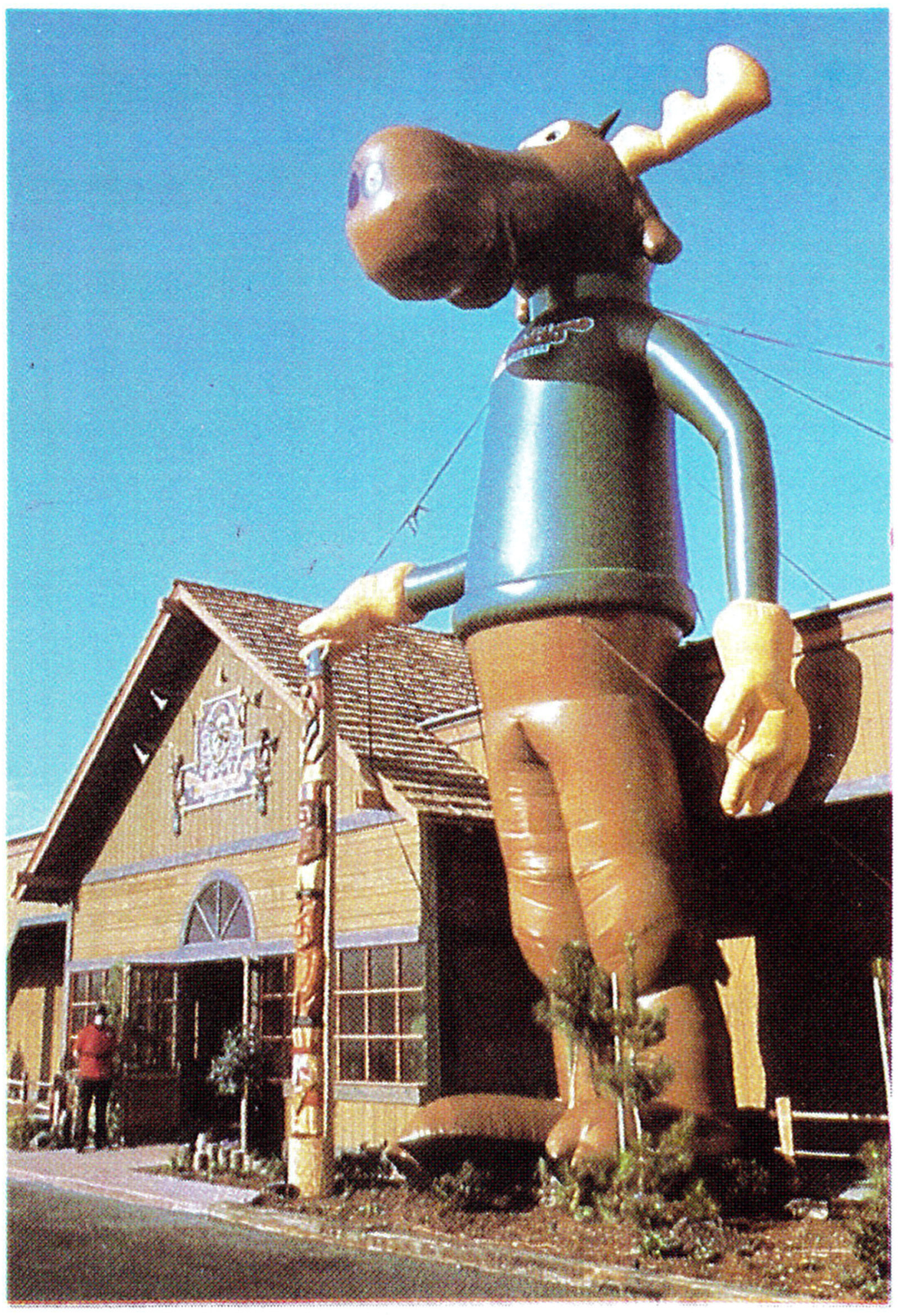

- Video Games
- Food
- Showmanship

... All Combine To Make "A Winner" At The New Edmonton

Bullwinkle's

Mr. David Tougas, President of Famoose Holdings Ltd., of Edmonton, Alberta have opened recently their first franchised restaurant called "Bullwinkle's Family Fun & Games".

"Because of the fantastic success and excitement received on our new presentation of the "Family Fun" approach, we will be opening our second "Bullwinkles" this year in Edmonton," said Mr. Tougas.

"The response and excitement created by this novel approach of fun, food and games has far succeeded our top expectations" Mr. Tougas claimed with fervor.

"We will open a total of 13 in Western Canada over the next few years, and we hope to have franchises in Eastern Canada by mid 1984. Additional restaurants are slated for Calgary, Vancouver, Winnipeg and Regina also."

The Games Draw The Children
— Who Draw Their Parents
— Who All Stay For Food & Fun

Games Mostly Supplied By J. E. Weatherhead Dist'g.

At present there are just 45 video games — supplied mostly by **J. E. Weatherhead Amusements of Edmonton and Burnaby, B.C.**

The Games Draw The Children — Who Draw Their Parents — Who All Stay For Food & Fun

"We are using new games on test at this outstanding location, and they are proving in most cases, top winners," said Nelson Nickle, manager of J. E. Weatherhead's Edmonton branch.

"Exidy's Whirly Bucket" Doing Top Dollars

"The new **"Rowe Bill Changers"** are proving to be excellent to meet the demand for change.

The "Exidy Whirly Bucket" game with ticket play has been a showstopper and takes only 7 feet in length. The "Whirly Bucket" has a complete audio system which chuckles, gobbles, snorts, whinnies and razzes the player when each ball is thrown. A moving target beckons the player by moving back and forth at the far end of the ramp. When it is hit, the point value of the hole the ball drops into is doubled.

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STARGATE
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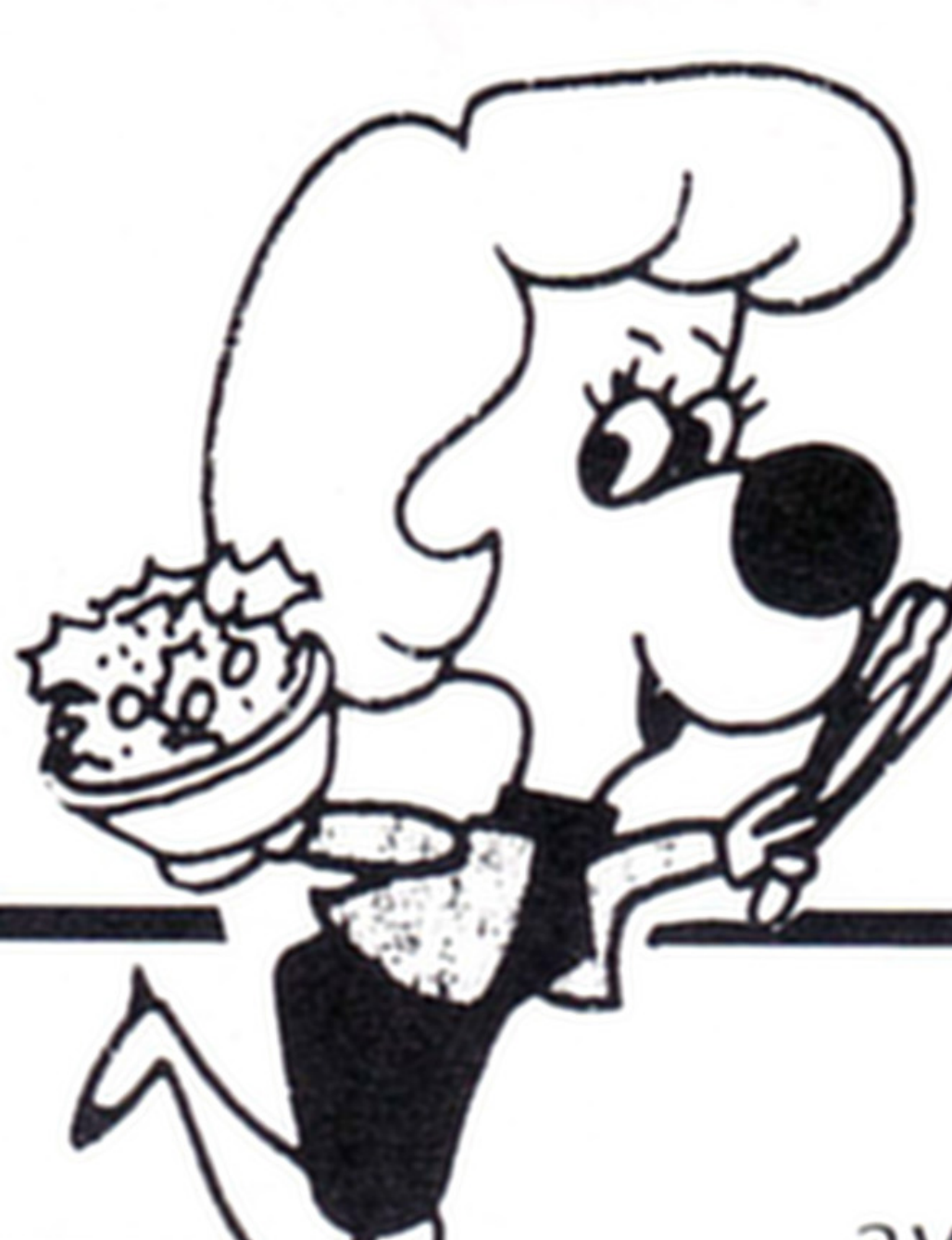
• Video Games •• Food ••• Showmanship



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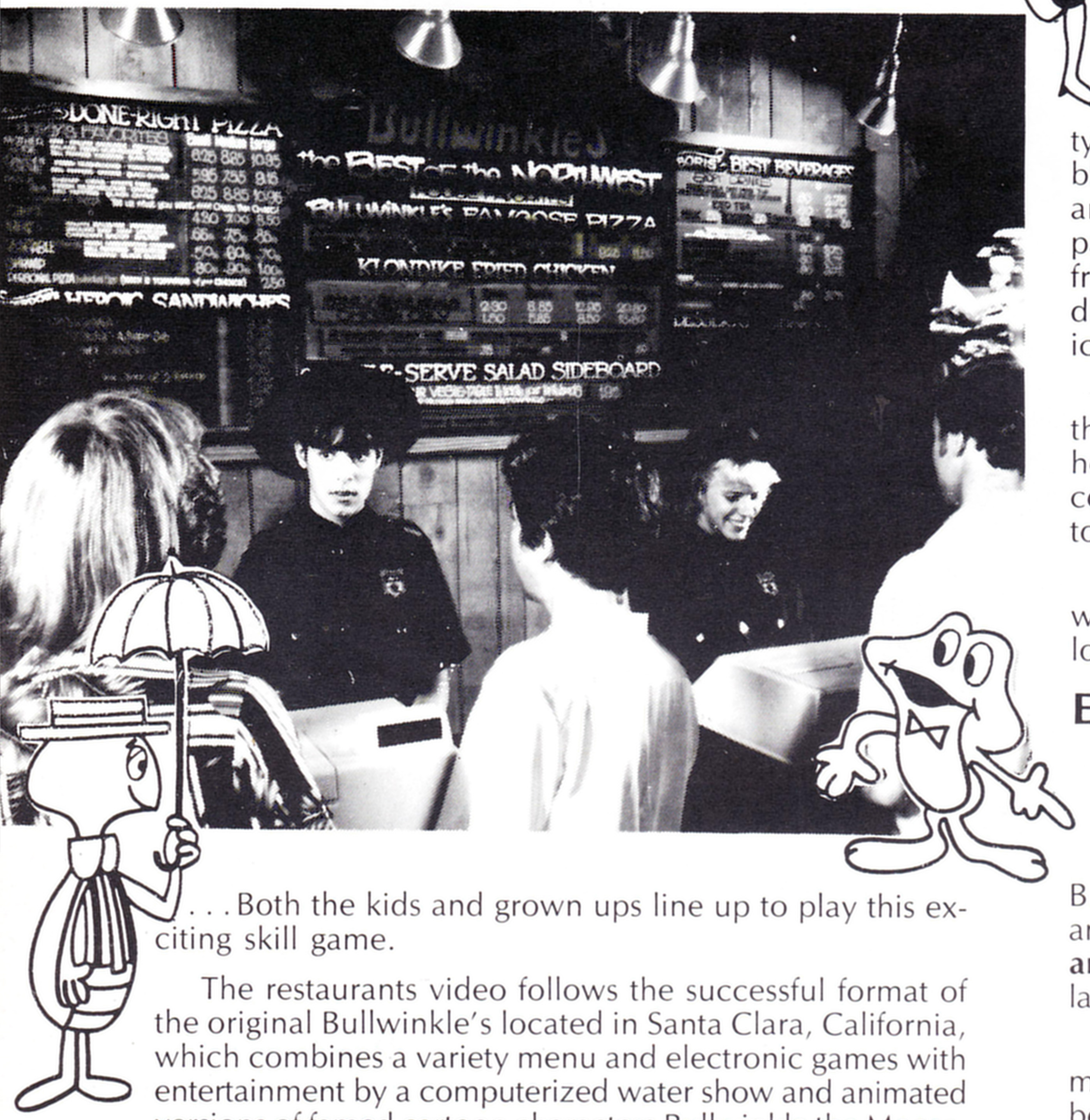

. . . Both the kids and grown ups line up to play this exciting skill game.

The restaurants video follows the successful format of the original Bullwinkle's located in Santa Clara, California, which combines a variety menu and electronic games with entertainment by a computerized water show and animated versions of famed cartoon characters Bullwinkle the Moose, Rocky the Flying Squirrel, Dudley Do-Right and their friends.

Altogether, fifteen Bullwinkle's restaurants are scheduled to open this year in the U.S. and Canada. An additional 35 to 40 restaurants are anticipated for each following year. According to the company, the chain will specifically limit growth in order to maintain high quality in food preparation standards, restaurant design and operations. All restaurants will be free-standing, in prime locations, and will utilize the "Canadian Northwoods" exterior and interior thematic treatment developed by the company and its architects.

Bullwinkle's prototype restaurant in Santa Clara, California is exceeding all projections. Income, since the restaurant opened on June 14, 1982, is averaging more than $40,000 per week. The restaurant's average party of 2.9 individuals spends about $4.50 per person. Fiscal year restaurant revenues are expected to be well over $2 million. Profitable since opening, Bullwinkle's anticipates a very satisfactory return on the investment.

Many Adults Come Without Children

The restaurants are also meeting one of its main goals of attracting adults without children. Recent customer surveys show that about one third of the visitors to Bullwinkle's are adults unaccompanied by kids. Repeat visits are at a very high level, authenticating the high marks awarded the restaurant and its food by both surveyed customers and restaurant critics alike.

Mr. Tougas attributes the success of the restaurant prototype to the overall atmosphere, unique game entertainment blend and very good food. The entire menu and all recipes and production procedures were developed in the company's own test kitchen. The broad-range menu includes fried chicken, an array of sandwiches, numerous pizza products, including several unique to the company, a line of ice cream desserts, salad bar, soft drinks, beer and wine.

Bullwinkle is known from television in 28 countries, and the pre-sold importance of the name has proven to be very helpful in gaining public recognition for the restaurant. The company owns a long-term, world-wide exclusive license to Bullwinkle and associated characters.

"I have no doubt that Bullwinkle's will be a success as we open in other cities, and that we'll be around for a long, long time," said Tougas.

Electronically-Animated Animal Characters Created A Musical Burlesque Type Of Entertainment

The hour-long performance is now on stage at Bullwinkle's Restaurant and features 12 electronically-animated characters from the popular **Bullwinkle the Moose and Rocky the Flying Squirrel** cartoon series, plus the largest permanent water fountain show outside of Las Vegas.

"Bullwinkles" wants the enchantment to start from the moment customers enter the parking lot where they will be greeted with noises usually heard outside a northwest Canadian lodge — frogs, crickets, night birds, wind, hoot owls, and thunder storms.

The rhythmic soundtrack continues inside where patrons are greeted by a life-sized *Snidely Whiplash* and seated before a three-part stage filled with a variety of performers.

Bullwinkle was a challenge to animate. He's about six feet tall and has that large head and neck over those long, thin legs.

The animated show alternates in 5-minute segments with the choreographed Fantasy Fountains Show. The unique water show uses 300 gallons of water to spray, arch, jump, fan, sweep, spin, and prance in time to the musical beat. Moods are also created by the use of colored lights, a pulsating strobe and 18 special effects.

Water Shows Programme To Music

"Bullwinkle's concept in music for the water show was to have a variety that appeals to everyone who might be watching, regardless of their age or music preference", said Tougas. One of the hardest jobs was selecting the right music for the water shows. The result is about 120 programmed minutes of different music — ranging from the Beatles to the Boston Pops, from jazz to country and western — and many favorite movie themes.

Continued on page 66

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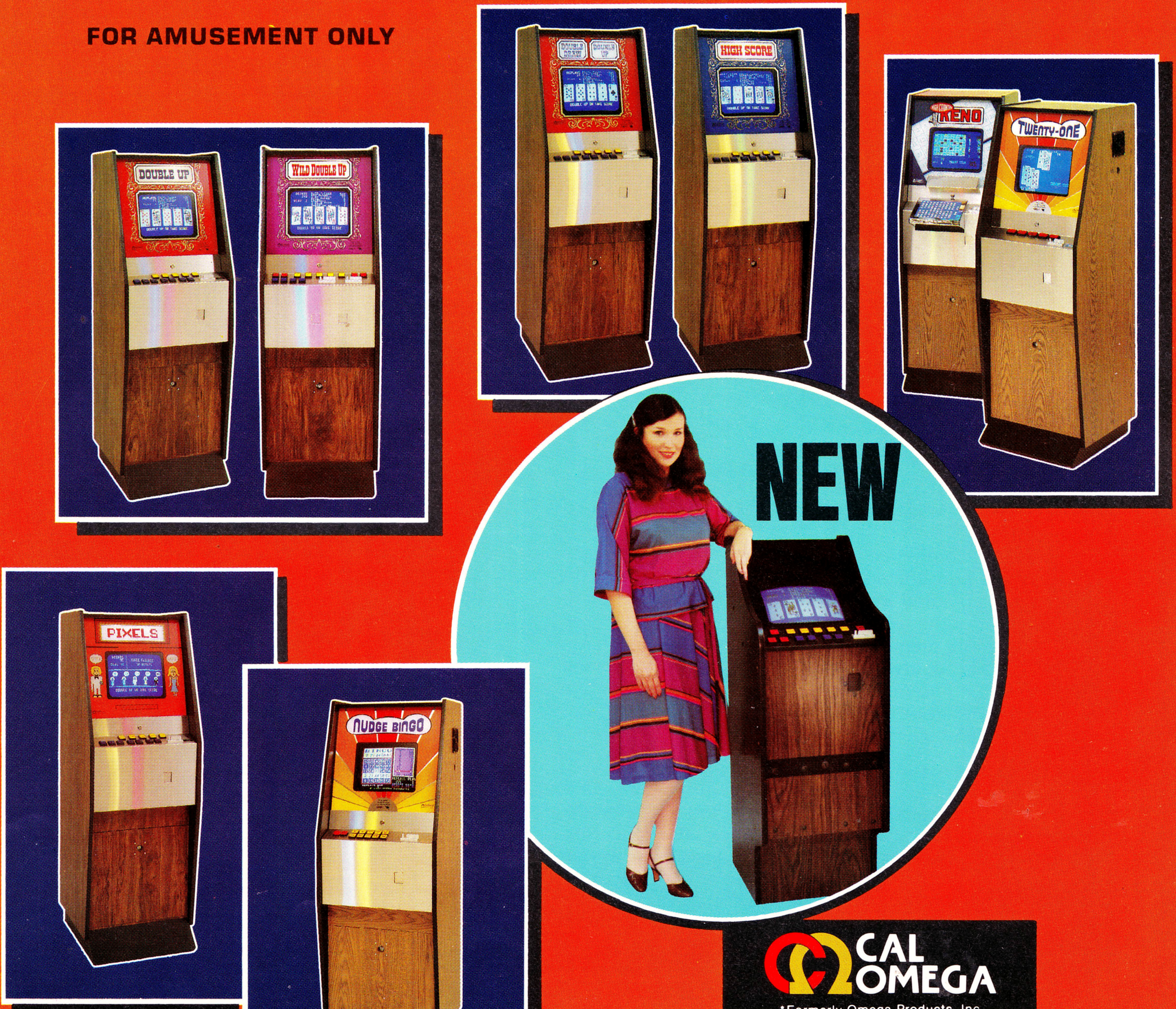
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Positive Actions By A Revitalized Metropolitan Amusement Association Of Canada

June 14th Meeting At Constellation Hotel, Malton, Toronto

The Metropolitan Amusement Association of Canada held an important meeting in Conference Room D of the Constellation Hotel near to Toronto's (Malton) International Airport starting at 7:30 p.m. on Tuesday, June 14th.

Due to health and pressing business matters, **Chairman of the Board Vince Leavey** and **Treasurer Larry Smith** of London were unable to be present. Therefore, the running of the meeting devolved upon **Bill Rosenfield, Sales Manager of New Way Sales Ltd.** of Toronto, supported in the main by **Harry Gordon of Centennial Coin.**

Both men were Presidents of the Association in past years and the main purpose of the meeting was to deal with a number of pertinent problems affecting its members and the industry. . . The principal one of these was a new interpretation of a Toronto Bylaw which is in respect of the licensing of coin operated games in the city. Other pertinent matters, much discussed, involved industry restrictions, public relations, membership fees and finances, and any other matters members wished to bring forth. Of these latter, high equipment costs, conversion kits, copy games and games manufacturers' policies were well to the fore in ensuing discussions.

During the course of the evening **Mr. Rosenfield** who acted as Chairman of the meeting, revealed that the Association had 78 members of whom 35 were paid-up members in good standing. Fifteen of these attended the meeting, mainly people from Toronto but Operators from Barrie and Midland were also present. Mr. Rosenfield recounted what had taken place at an Association executive's meeting on March 15th and at 5:30 p.m. prior to the present meeting. No election of new officers was made at the March General Meeting when it was voted by General Membership that the Executive Committee would conduct the Association's business until new officers were elected in March 1984. Mr. Rosenfield also noted with satisfaction that the Association was now out of the red but in order to carry on what has to be done more members and money were needed. Later on it was voted overwhelmingly that the entry fee to the Metropolitan Amusement Association of Canada should remain at $350.00 but that the yearly fee should rise from $150.00 to $250.00.

Mr. Rosenfield proceeded to apprise members of some pertinent and important developments which could have serious effects upon the industry. He noted with satisfaction that the Ontario Government's potentially dangerous Bill 11 had died in committee. This was legislation which, had it passed, would have given to municipalities authority to control businesses within their jurisdictions more or less, as they pleased. Seven years ago Toronto "New" Bylaws posed a serious threat to Operators in the City; it was that which led to the hurried formation of the Association for the protection of locations within the City.

Now, after a period of "relative quiet" a new legal interpretation of an existing Bylaw again threatens Toronto Operators. And, if unopposed and left to take on the new meaning in the courts Operators everywhere could lose large numbers of locations.

The "Degree Of Licensing Confronting Industry"

This one deals with licensing or, rather, the degree of licensing. Traditionally, two games have been permitted in locations such as shops, fast food outlets, and a great variety of other places; above this number a license was required. Now licenses are being claimed to be necessary for all machines. If unopposed this new interpretation which has been upheld by a small number of recent court decisions at a low level the City would have complete control over all locations.

In a somewhat similar, situation, Vancouver Operators were able to resolve the matter confronting them, directly with their City's authorities.

In both cases location owners rather than Operators were the subject of these Bylaws but the net result was to deny Operators easy access to locations without restrictions and costly controls. The matter is a somewhat complicated legal one and though it is the subject of a current court case involving a non member, the Association is very concerned for the welfare of its own members and is keeping a close watch on the outcome of the present case. It contemplates that Association legal action may well be forthcoming.

After minutes of previous meetings had been adopted, Mr. Rosenfield asked Committee heads present to report on what their bodies had been doing.

Ken Burgess of Top Hat Amusements, Penetang/Midland, head of the Membership Committee, reported that no new members had been gained recently. Bill Rosenfield said that, indeed, three new members had been signed up since the last meeting.

Mr. Burgess reported that his campaign to get a better deal from the Federal Government in respect of depreciating equipment was continuing.

Sol Gould, who heads the vital Ways and Means Committee, remarked on the necessity of obtaining more funds in order to make the Association more effective in legal and other matters. He also noted that additional members would help in this regard as well as giving more authority to the body. Mr. Gould also put forth several ideas towards these ends, including, holding social events. As earlier noted, the increase in member's annual fee will help somewhat in increasing finances available.

Legal Committee Chairman, Harry Gordon, dealt with the Toronto licensing laws interpretation in considerable detail. **Stan Budd, Arcade Operator,** and himself a lawyer,

Continued on page 12

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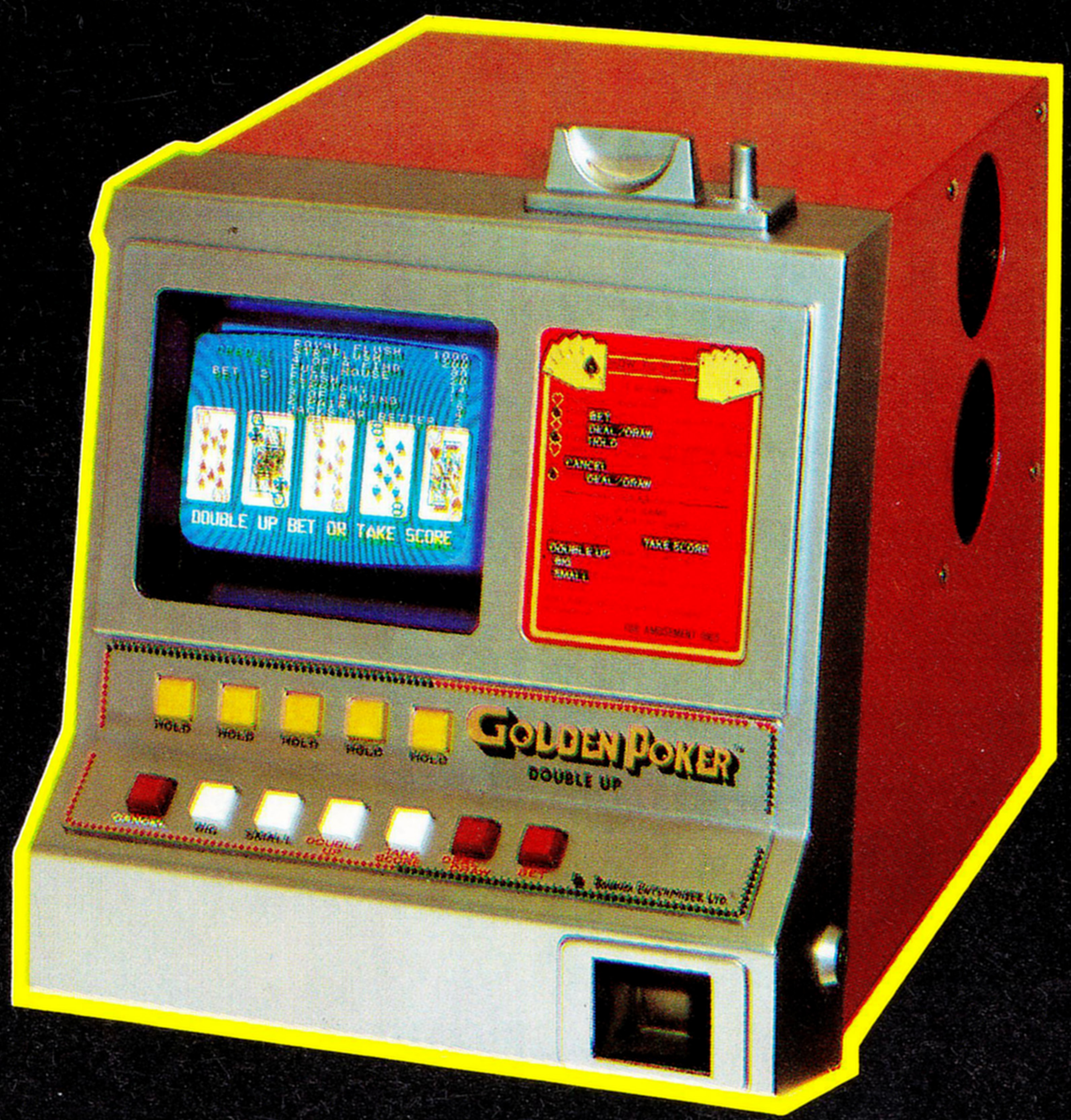

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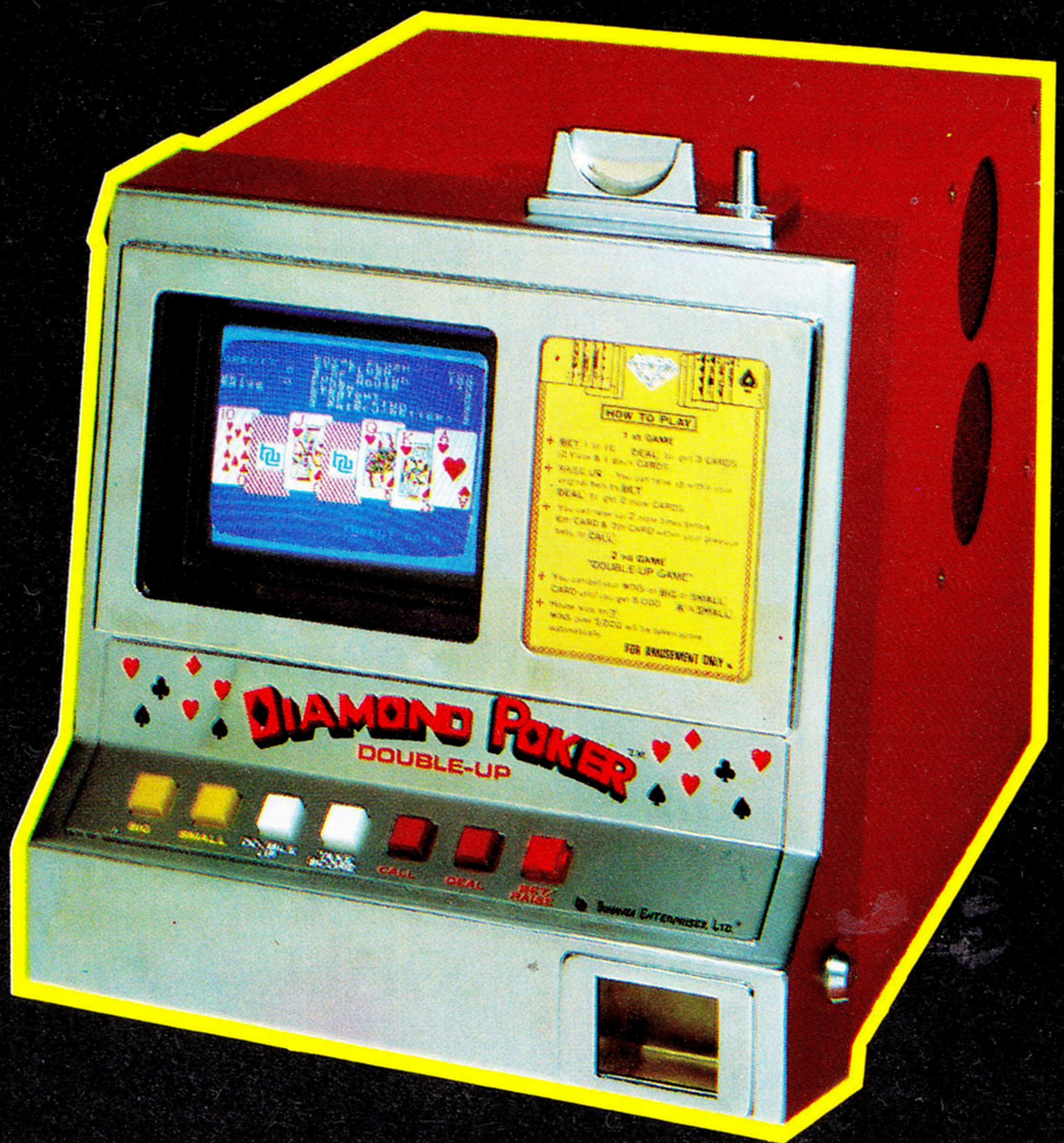

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Positive Actions

Continued from page 10

will be taking over this Committee. He is a recently rejoined former member.

Head of the Education Committee, Paul Haygarth, reported on troubles affecting Operators, including himself, in the Municipality of East York. He, with others, remarked upon the necessity of maintaining a good image and taking every opportunity to improve it.

Executive Committee head Vince Leavey, Finance Committee head Larry Smith and Public Relations Committee head Robert Smeenk, were not available to report but **Bill Rosenfield** from his vast knowledge of the industry and Association filled in the audience on the current state of affairs.

Everyone present expressed many concerns for their business and the industry as a whole. The Chairman invited comments on a vast number of subjects and this brought forth a great deal of discussion which, at times, became very heated. It was generally conceded that, like most other businesses in this country today, times were very difficult for Games and Amusements Operators. This was put down by many members to two things — the generally poor state of the Canadian Economy which had had an effect on the amount of spending people, including their customers, were doing, and secondly, the deleterious effects of saturation of equipment which meant because of dilution of play and revenue, too many games and locations were chasing too few players. This state of affairs was blamed on the proliferation of copy games and conversions and the numbers of operators, particularly new ones using them. This was said to produce competition, which could not be met with new ''legit'' games costing so much money.

The emergence of this situation was almost unanimously blamed upon manufacturers who produced games in huge variety at High Cost.

Further blame for what has happened was also heaped on the industry for not offering **good, affordable** conversion kits which could be money makers. It was frequently remarked that although there were a few good conversions out, major manufacturers tried to unload poor or only fair conversions on Ops whilst putting out their best games only as complete units.

Describing things today as rapidly approaching a survival situation Operators took a bitter and cynical line towards the manufacturers of Video games as did their American counterparts at the last AMOA and AOE exhibitions in Chicago.

The suggestion was put forth that a plea be made to American manufacturers by the **Metropolitan Amusement Associations of Canada**. . . This would ask them to provide fewer, better tested, games at affordable prices and also to make available, good kits and boards by which Operators could compete on equal terms with copy games users.

Mr. Rosenfield who, of course, is closely in touch with Manufacturers, stated that the manufacturers too had their problems and times were also difficult for them. He agreed that conditions were less than good here and that a period of sorting out would take place over the next six to eight months (end of this year — spring 1984).

Mr. Rosenfield said: without stating specifics, that more legal action will be taken soon by U.S. Manufacturers against a substantial number of sellers and users.

He also revealed that a couple of the largest copy games makers and sellers had very recently gone out of business, and he also said that he knew many ''investors'' and quick buck artists now were trying desperately to get rid of their equipment and out of operating.

Bill, who has had many years of experience in this industry felt that laser games and other new technology would revitalize the industry in 1984 and that those who were good enough Businessmen to survive until then would be in very good shape.

Nevertheless, Operators who comprised most of the people present, continued to maintain something had to be done NOW.

Generally, the meeting was positive and over the last few months the M.A.A.C. has definitely been revitalized to be a growing force within the industry! More activity can be expected of it, particularly this coming autumn.

By its membership and activities in various areas throughout Canada the Association appears to have taken on the aspects of a National Association, and we would strongly encourage strenghtening the membership!

You need this Association and the protection it can offer you. . . and they need your support! By all working together we can have a strong voice which will enable us to obtain more strength and backing.

The time is *here* and *now* for an Association which can achieve results. . . and the cooperation of every Operator in this industry is of dire importance to stop further unreasonable and unfair legislation by uninformed government bodies.

International Totalizing Systems Equipment Used By Harry Gordon's Centennial Coin Ltd.

And

STARCADE

Family Games Centre

Centennial Coin Limited and **Starcade Inc.** are two very closely linked games operating firms headquartered in Toronto. Centennial Coin Limited is much the older of the two companies. . . Indeed, it takes its title from the year of its earliest beginnings, 1967, which in fact was Canada's Centennial. Starcade has a long history too, though it originated partly from a quite different sector of the coin machine industry.

To get this story we went to genial and witty **Harry Gordon** a chap on the right side of fifty who was born in Toronto and has spent the last twenty-six years of his life in the Canadian Coin Machine Industry. **Harry is President of Centennial Coin Limited** of 23 Musgrave Avenue, Toronto (East) and Secretary-Treasurer of Starcade Inc., of 50 Paxman Avenue — Toronto, (West).

Altogether, both companies employ some 100 people and use thirteen vehicles in operating 980 pieces of equipment in the Maritime provinces, Quebec, and Ontario. These comprise of both street locations and a growing number of Arcades. **Centennial** runs 380 games in street locations from Oshawa to St. Catherines though mainly in metropolitan Toronto. **Starcade Inc. is exclusively a Mall Arcade Operator,** currently it runs 16 Arcades and by the end of the year will have 18 open. In this firm, Centennial has a 50% interest and it dates from 1978.

Gained Knowledge From Successful Veterans Of This Industry

Harry Gordon, after leaving school in his native Toronto went into the printing trade as an apprentice printer. Wanting a change he was hired in 1957 by industry veteran **Jack Campbell** to work as a route service man for the **R.C. Gilchrist Co. Jack Campbell,** incidentally, to-day operates and manages Modern Music & Games for Ex-Gilchrist Executive and President **Jimmy Gauvreau.**

From the service side of the business Harry went over to sales, taking a couple of years off to work for a pipeline company. Jimmy Gauvreau persuaded Mr. Gordon to rejoin the firm to look after the Toronto Music and Games route formerly run by young **Skip Gilchrist** and in which **Noel Seeburg** of the famous Chicago Games and Vending Machine Manufacturing family had a major interest. In the early 1960's this route comprised of some 90 Juke Boxes a number of shuffleboard and other games, and its locations extended from Whitby, East of Toronto to Orangeville, 40 miles north of the city, to Niagara Falls 80 miles South West. At that time **R.C. Gilchrist** was one of Canada's top distributing and operating firms working from sumptuous headquarters on Dundas Street, downtown in Toronto. Later on, the Gilchrist organization was bought out by **Rowe** though founder **Reg Gilchrist** later started another company, **Gilchrist Vending Limited** which is now run by his younger son **Tommy Gilchrist** from premises on Queen Street East.

In 1967 **Harry and Jerry Crowe** who was then Gilchrist's long time service manager decided to go on their own. They bought out **Lou Scala's Music Enterprises** consisting of some sixty Juke Boxes, and by 1968 were operating under their present name **Centennial Coin Limited.** They were soon into pins, guns, and other coin-operated amusement games; through hard work and soundly applied knowledge the business prospered and grew. Soon, another firm, **Anton Amusements** was bought out and so the firm grew and expanded, mainly in Metropolitan Toronto but outside of it too, particularly during the summer holiday season when, as Harry puts it, "we give a substantial number of our city machines a holiday in country and resort locations." A prime example of this is the posh Delawana Inn at Honey Harbour on Eastern Georgian Bay. It has featured Centennial's coin machines for the past fourteen years. When the firm started out in business, its locations consisted of such places as Italian Billiard Halls, Bowling alleys, bars, restaurants, hotels, and these are still popular places for centennial's games.

Joined Forces With Herb Taylor's "One Stop"

In 1978 **Centennial Coin Ltd.** became heavily involved in Video Arcades. During its earlier years when Juke Boxes were the Basis of Centennial's business, records were purchased at Canada's best known **One Stop Taylor's of Toronto. Herb Taylor** senior and his sons ran the country's major record retailing firm which, at its peak some years back, had interests in about a hundred **Circle-of-Sound** record and tape stores. When, six or seven years ago the record business went into a serious decline Herb Taylor junior and his brothers looked around for a business into which they could diversify. Video games were coming on strong and the Messrs Taylor had, through their record stores, excellent contacts with mall developers and with the games industry through old-time Juke Box operators.

When Mr. Taylor found opportunities to acquire premises suitable for games arcades in the Maritime provinces, he decided to get into that line of business. Not being games operators, **the Taylors went to Harry Gordon and Jerry Crowe** with a view to acquiring their games expertise through a partnership to build and operate arcades. Initially, many of these were set up along side or, in conjunction with, "Circle-of-Sound" record/tape music stores. **"Starcades"** as these Games Arcades are called have done very well. The 15th and 16th arcade opened this April, and the 17th and 18th are due to open in a major new Mall in Saulte Ste. Marie next October. The very first Starcade in Ontario opened in the Grey County Mall in our own city of Owen Sound. . . back in early 1979. There are ten Starcades in the Maritime Provinces, three in Quebec and there will soon be five in Ontario.

Mr. Gordon in a long talk very kindly amplified and "fleshed out" further details of his firms.

Question:
Harry, how does the **Starcade partnership** work?

Answer:
We are in it 50/50 with the **Taylor brothers.** They are extremely good at getting mall locations, hiring employees, and looking after the business side of **"Starcade".** Herb's a master of these details and really knows how to go about them. We **(Centennial)** supply the Juke Boxes, games and amusements.

Question:
How many people does Starcade employ?

Answer:
With office staff and all, 78-80. We have a lot of women employees, usually at least three per Arcade.

16 "Starcade" Arcades Open Now Plus Two More Underway

Question:
How do you relate to Malls?

Answer:
Very well I think. We have ten year leases so, we take things very seriously.

Question:
What about Centennial Coin — is it heavily into Arcades?

Answer:
Not really, we have seven or eight locations approaching them but I'd hardly call them Arcades, they've only 7 to 10 machines each.

Question:
Didn't your company have an Arcade in Toronto International Airport at Malton?

Answer:
Yes we've had a few machines there, since 1965. "Computer Quizzer" was one of the earliest games there. We're not there this year.

Question:
Didn't you at one time have some machines in the union station?

Answer:
No, they belonged to Toronto Coin but Jerry and I did a bit of work on machines there. **Sol Mintz, who had Toronto Coin** was awfully good to Jerry and I early on. He used to let us work in a small shop he had there. We've always maintained good relations with him and his son **Elliott Mintz** who now runs the firm of Toronto Coin.

Question:
You've had kind words for a lot of suppliers and people in this industry?

Answer:
We try to get along with everyone even if it means putting ourselves out a bit. We know that good relations with other people pays off in the long run. There's no point fighting or squabbling with people.

GAME AREA
PLAYERS ONLY
NO SMOKING

In-Machine Computers Provide Vital Rapid Management Information

Harry Gordon

Bob Taylor

Herb Taylor

Jerry Crowe

Question:

Unlike many operators, you employ a large number of women, especially in Starcades. Why is that?

Answer:

Yes we do, each Arcade is run by these women on shifts and they do an excellent job. Herb Taylor has a knack of recruiting good people, and keeping them. We find women are very good in video game arcades; most of the customers, particularly in Mall Arcades, are children and young people and they seem to respond well to women attendants. The younger ones equate them with Mother or Big Sister, and the teenagers and young people seem to have a certain amount of respect for women . . . particularly if they are not too young, and ours are generally mature women with families of their own. They know how best to deal with these people. We think that there's another aspect of employing women to look after Arcades as Mothers who go shopping in Malls feel more confident for their children, and it gives them confidence in respect of leaving their children in our Arcades supervised by another woman.

Question:

What about servicing machines, surely your women don't do that?

Answer:

They are trained to carry out minor repairs and do minor servicing such as clearing coin jams . . . And, of course, they keep the games and premises clean and tidy. We have well-trained expert mechanics who deal with serious problems. If there are a number of breakdowns they'll deal with them promptly. Otherwise, they go around at regular times, usually once a week doing preventive maintenance and fixing things which have gone wrong. Usually a mechanic will service three or four Arcades. In Ontario our people are employees from **Centennial Coin** and they're based here in Toronto and go out to the Arcades. We have a Starcade Staff Mechanic in Quebec and a number of **Starcade** mechanics in the Maritimes.

Question:

How good is your Arcade business now? Has it fallen off much? A number of operators are reporting big fall-offs in play and income.

Answer:

I think that depends where Arcades are situated, as to locations as well as, areas. Certainly coin-machines in areas where there is a lot of unemployment aren't doing anything as well as they were a year or so ago. I'm happy to say our business continues to hold up very well despite the recession. That doesn't mean to say it's **as good** as it was a year ago because it isn't. I was going through the figures just the other day and they show us to be 12% down . . . But everything considered, we are not complaining too much about that. We've already put in two new Starcades this spring and we're opening another two in the fall. We wouldn't do that unless we thought we'd expect to make money, both short term, and long term, would we?

Question:

What about **Centennial Coin** which is more a street operation, how are things with it?

Answer:

The 12% down figure I mentioned includes Centennial's operations. Interestingly enough, we are still in pretty much the same sort of locations we were when Jerry Crowe and I started on our own fifteen years ago. Many of them are in ethnic areas and things don't change very much, people there remain steady players.

Question:

I'm surprised to hear how relatively few people work for **Centennial Coin** as compared to **Starcade.** For example, 10 Centennial employees look after 380 machines whereas, in the case of **Starcade,** you list some 80 employees dealing with 600 machines.

Answer:

In **Starcade,** three attendants per Arcade on shifts add up to 45 people then, there are mechanics, office people and so on. In operating **Centennial,** the locations do a lot of work, no attendants are required for onething but of course, commissions cut down the receipts by a drastic amount. With the **Starcades** there aren't commissions but, we do have rents, energy, etc. to pay for. However, if a street location's business increases you lose half of it in commissions. With the same happening in the case of a Mall Arcade your expenses (and commission is an expense) do not rise in the same way so you are able to pocket more of it.

Question:

You use a lot of vehicles, what have you done to reduce expenses with them?

Answer:

We are just in the process of getting a number of G.M's new S-10 and S-15 small pickups with the 2.8 litre 6 cylinder

Continued on page 60 A

Centennial Coin and "Starcade" Arcades Streamline Their Large & Widespread Operations By Use Of I.T.S. Collection System

Question: To **Harry Gordon**

It's understood that you are computerizing your firms and even going to in-game Microprocessors, **The International Totalizing Systems'** units aren't they? Where are you using this, and why?

Answer:

Yes we are; simultaneously we have purchased a **Radio Shack TRS-80 Model II** in-house Computer and a number of **I.T.S.** in-machine units and information retrievers. We have done this in the interest of closer control and greater efficiency, and we are using it in **Starcades.** These are so widely separated from each other and from our offices, here in Toronto, that we look upon ourselves realistically as being absentee landlords. That means we can't know exactly what's going on in our Arcades. Not only that, often-times things will happen and changes take place but we only learn about them after the facts then, it's frequently too late to take the action which should have been taken earlier. We're convinced the TRS-80-II and **International Totalizing System** will be an invaluable management tool for an operation as widespread and large as is ours. More so than ever before, Management needs to know what's happening, and fast!

Question:

What information are you extracting from each machine?

You Can Speed Up Collection Time By 40% And Stop Pilferage!

Answer:

We want to know

- **When our games go out of action, and when they come into use again.**
- **When collections take place...how much money should be there.**
- **How much play a game gets, and when it drops off in receipts.**
- **When it's time to rotate a given game.**
- **We want to be certain that our games are performing as they should be.**
- **We want to know that we are collecting the amount of money we should get for the amount of play the games get.**
- **We need to know when our games are serviced and collected from.**
- **We also want this information quickly and by interfacing interrogation with our office computer via telephone lines, we can have printouts here each day...**

That's the sort of control we are looking for and getting with our I.T.S. units and TRS 80 computer!

Question:

You definitely think that's the way to go and it's very worth while?

Answer:

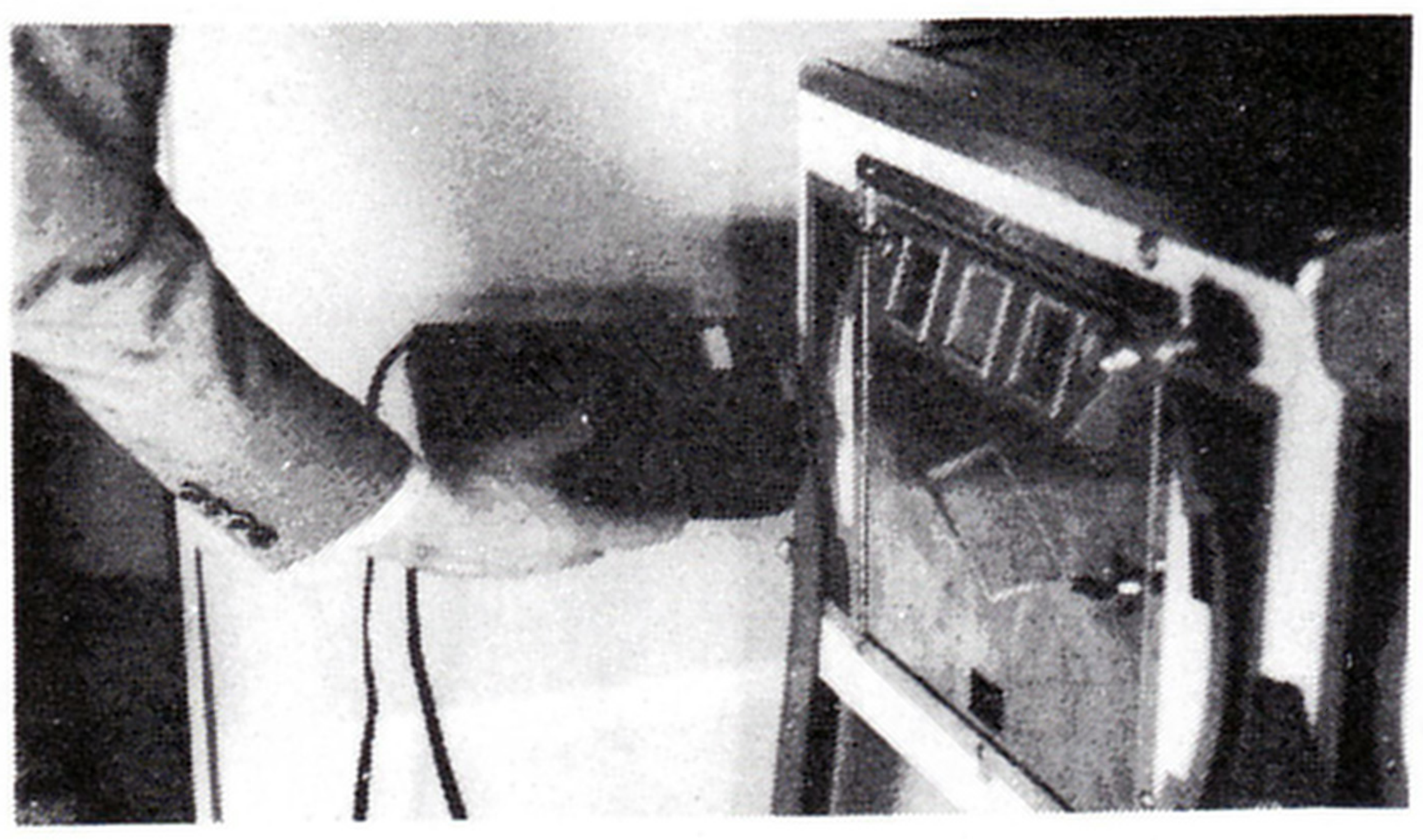
We sure do! It's been fantastic and over a period of time, we'll use this *International Totalizer System for all our Arcades.*

With the way things are, we really need every aid to efficiency we can get.

Continued on page 60 B

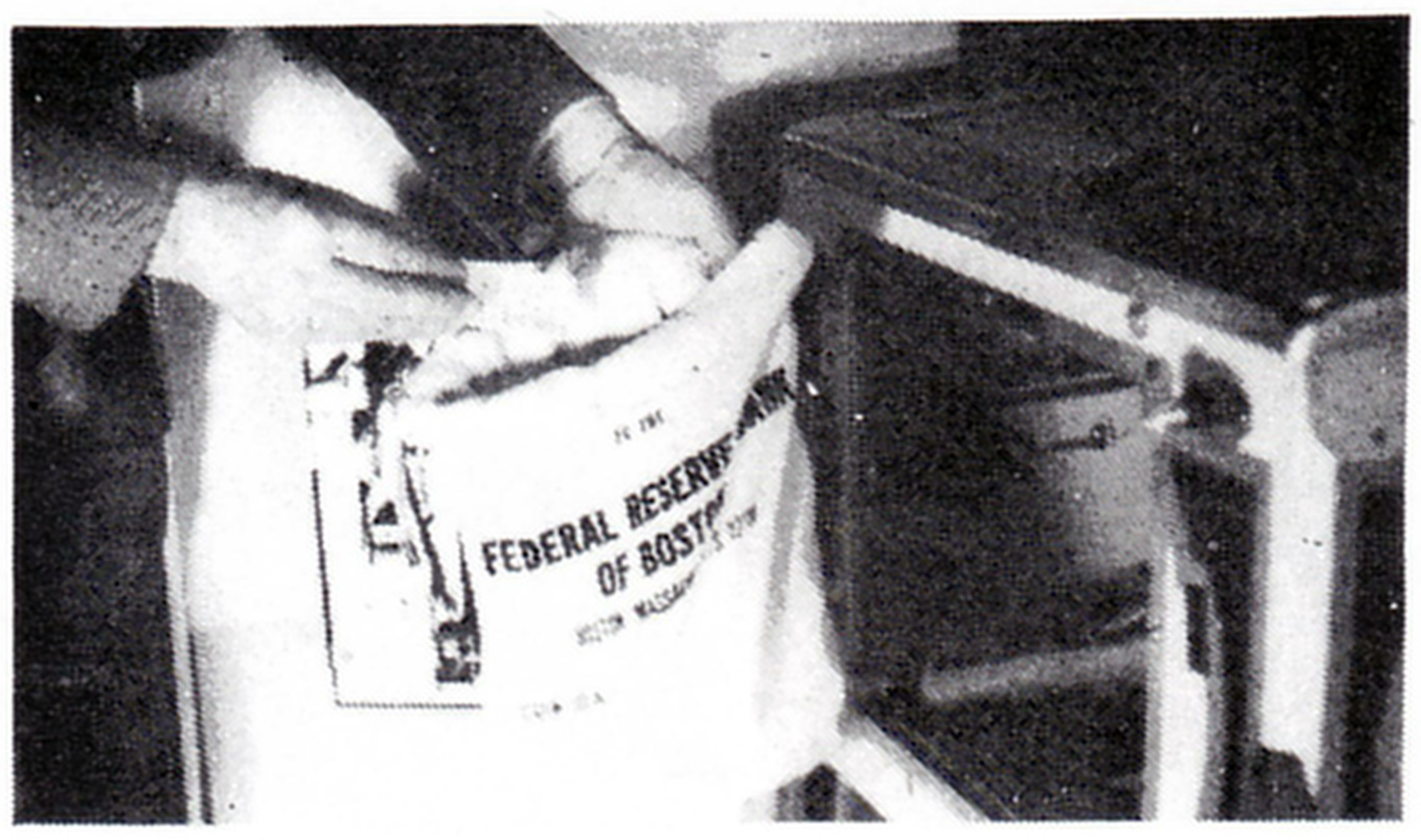
The ITS system includes the installation of an electronic totalizer in each machine which transmits collection data through a beam of light to the ITS microprinter.

With this, collections are as simple as 1, 2, 3.



Step One

"Interrogate" the machine. ITS Microprinter can print two receipts.



Step Two

Empty the cashbox and put one receipt in the bag.

Step Three

Hand the second receipt to the location owner. Your collector takes all the cash.

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Canadians will be lining up from St. John's to Vancouver to play CHEXX, the hottest game for the 80's. The exciting new hockey game you've heard about is now ready for Canadian distribution – and that means profits for you.

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CHEXX is already a sensation. Time has proven it a money maker. It's easy to maintain, virtually indestructible, and tamper-proof. The Canadian version is now ready. Contact your distributor or call or write us for more details.

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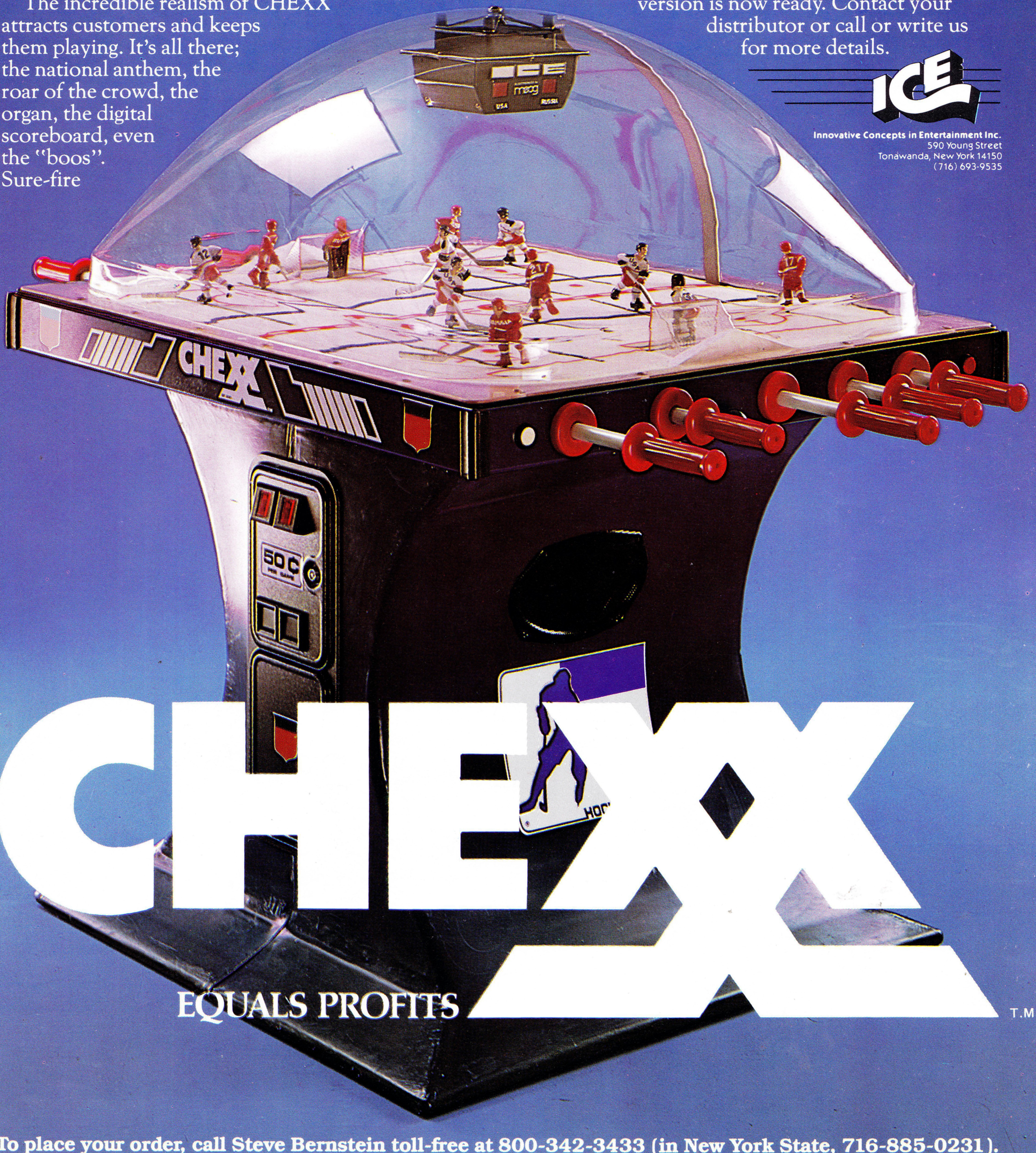


To place your order, call Steve Bernstein toll-free at 800-342-3433 (in New York State, 716-885-0231).

Sega Brings Japan's #1 Video Game To U.S.

"Champion Baseball"

This summer, **SEGA Electronics, Inc.** is bringing **CHAMPION BASEBALL,** the number one income earning game in Japan, to the United States.

Not since the **"Space Invaders"** boom of several years ago has any video game created as much excitement! The incredible player demand for CHAMPION BASEBALL, along with its tremendous earning power, has caused many location owners across Japan to move out sizable quantities of other more traditional games to bank large numbers of this phenomenal hit.

Many sites have become virtual "CHAMPION BASEBALL stores," a scene highly reminiscent of the "Space Invaders" craze when so many machines were in play that Japan suffered a severe coin shortage for several months.

SEGA has so far delivered over 15,000 units to the Japanese marketplace and expects to produce and ship an additional 10,000 units by the end of June!

In the United States, SEGA has had CHAMPION BASEBALL in test locations across the country, and income reports substantiate the tremendous success stories from Japan. CHAMPION BASEBALL is an excellent street location piece, and operators will be very pleased with the game's staying power and Return-On-Investment.

"We're very excited by the prospects for Champion Baseball in the United States," said *Bob Rosenbaum,* Vice President of Marketing and Sales. "In a country like Japan, where new video games are introduced so frequently that players have become indifferent, it's an extremely rare game that can generate such widespread excitement the way Champion Baseball has."

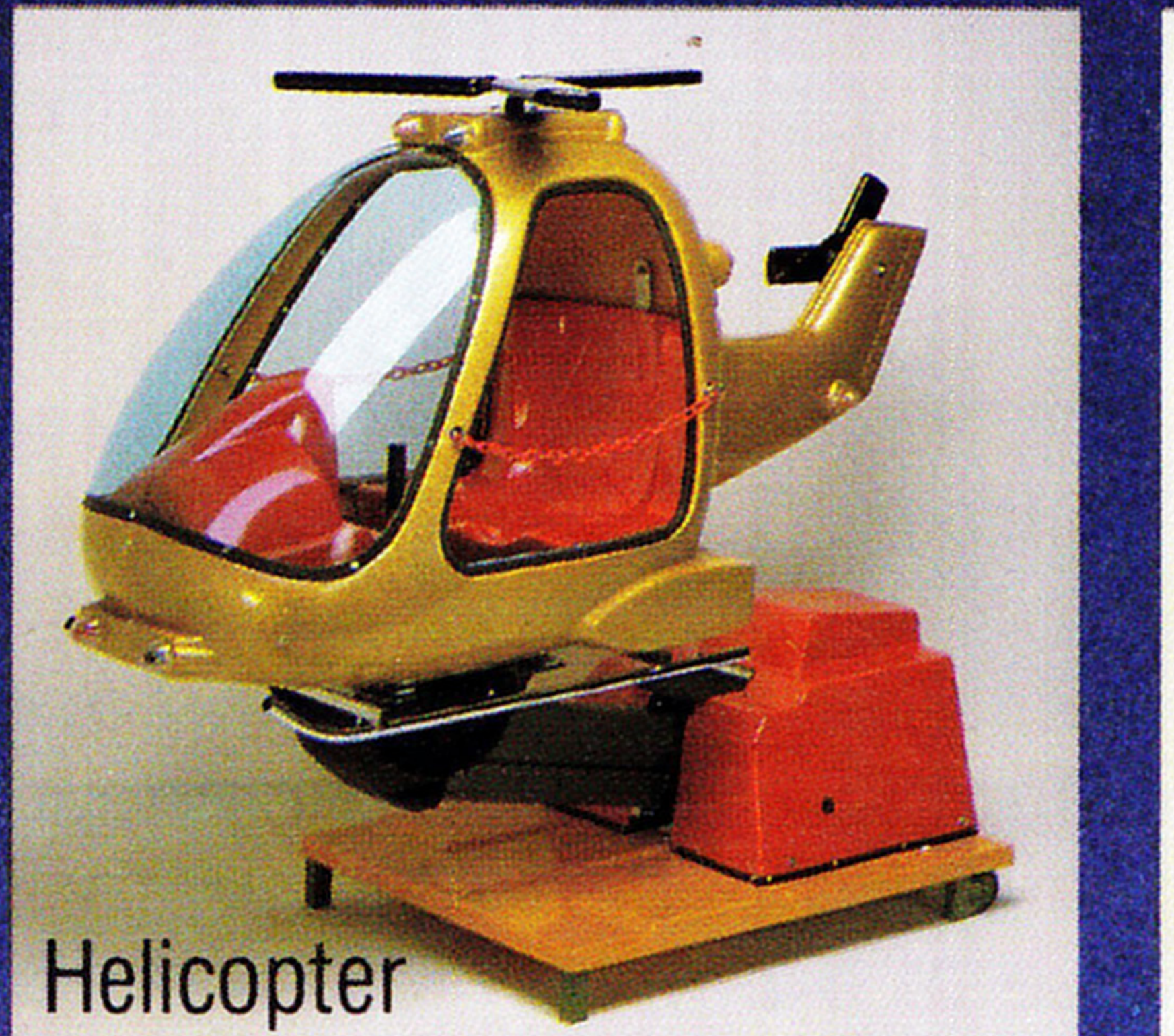
CHAMPION BASEBALL is a thinking game, requiring a player to constantly analyze his strategy and plan ahead as the game progresses. Players may choose their favorite city's team to play against the computer's team choice, and even select relief pitchers or pinch hitters. Players pitch, hit, field balls, steal bases, bunt, hit fouls and slide into bases — in short, do everything that happens in a real baseball game. There is even a crowded stadium to cheer the players on, and an umpire to call the game.

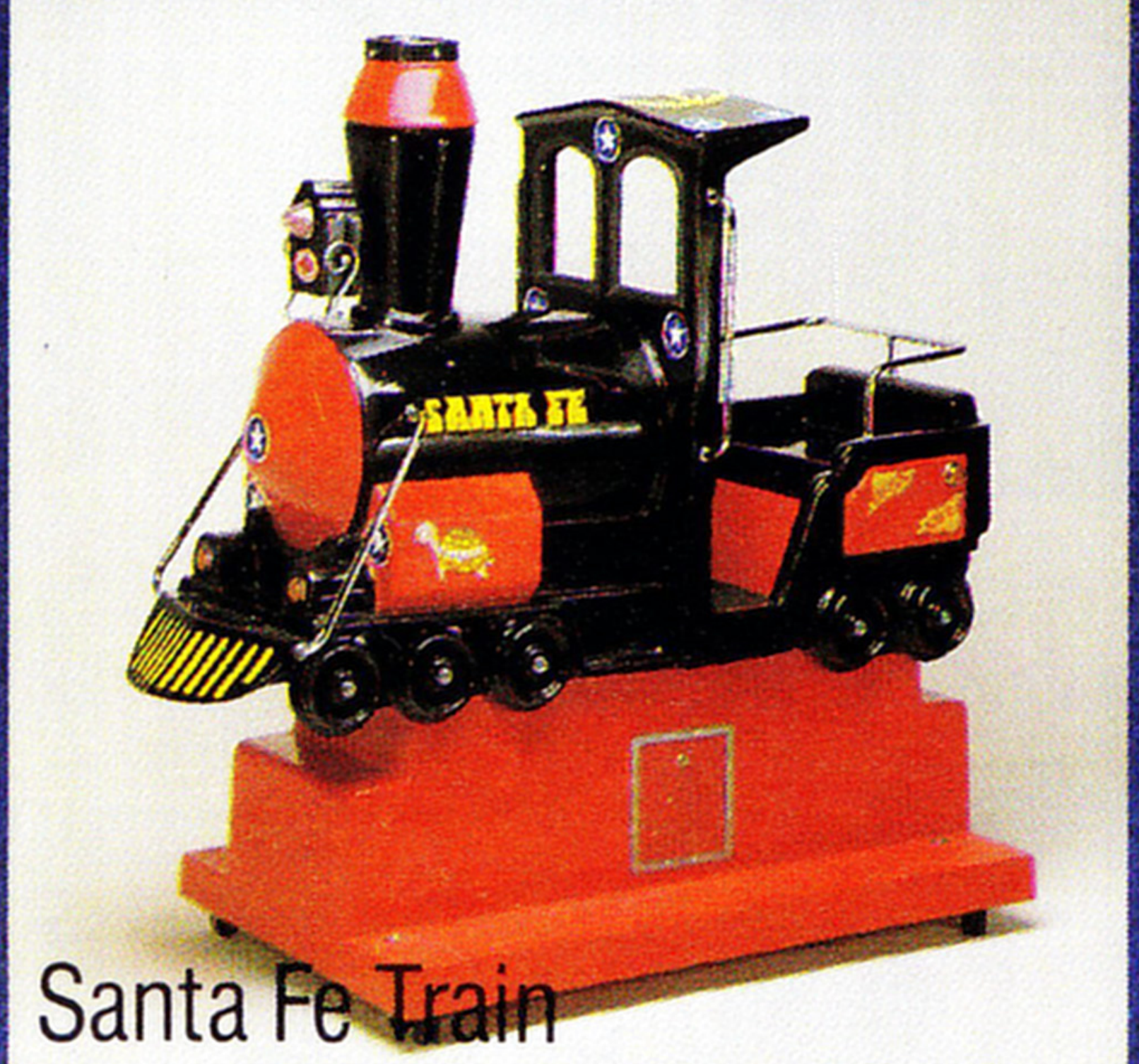
Split Screen Aspect Presents Two Separate Views

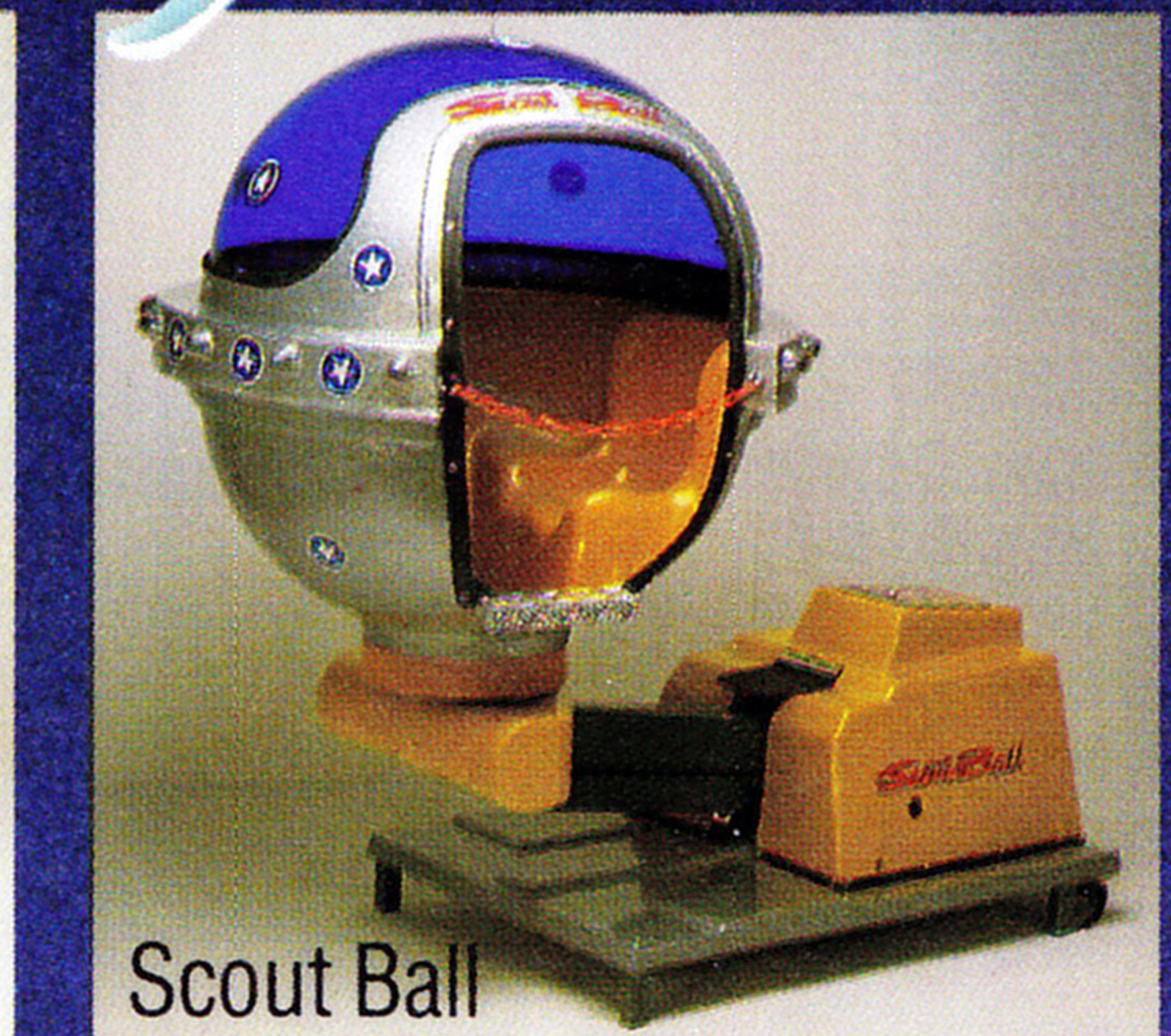
The unique split screen aspect of CHAMPION BASEBALL presents two separate views — one showing the ballfield from behind home plate, or from the outfield (depending on whether the player is "up to bat" or "playing defense"), and an "Isolated Close-up" showing the actions of the batter and the pitcher much like on television sports broadcasts.

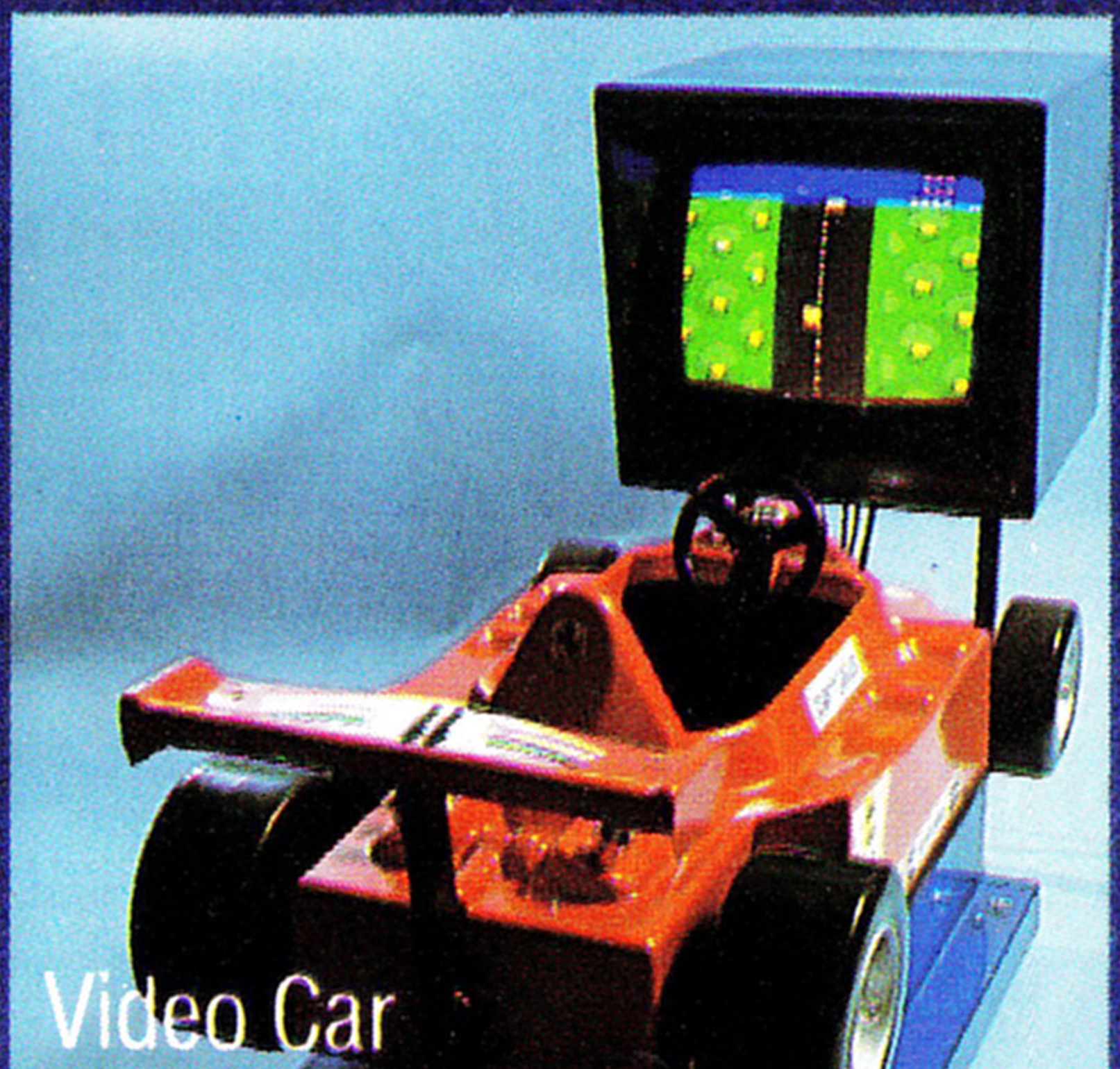
"Champion Baseball is a total departure from space games and cartoon games," Bob Rosenbaum added. "We

WATCH YOUR PROFITS ZOOM


Helicopter


Santa Fe Train


Scout Ball


Video Car

AMERICA'S LEADER. KIDDIE RIDES USA.

If it's new and *money making,* Kiddie Rides U.S.A. has it and has it FIRST. We represent the leading U.S. and European ride manufacturers. FIRST with hydraulics, and consistently FIRST in the Children's Amusement Industry.

We maintain the largest inventory of the latest, best *money making* rides in the marketplace. Our selection is unparalleled in the industry. Immediate delivery on most rides.

Best in service. Largest parts inventory in the business with 8 full time technicians to assist you. Call TOLL FREE for same day service and parts.

We are NEVER UNDERSOLD! *Lowest prices* in the country. Custom design planning.

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It's an extremely rare game that can generate such widespread excitement the way Champion Baseball has.''

feel that Champion Baseball's tremendous success in Japan is only the beginning as Champion Baseball 'comes home' to North America's millions of baseball enthusiasts.''

The game is as American as apple pie and will bring the excitement and strategy of America's favorite sport to any location. CHAMPION BASEBALL **is** baseball!

SEGA's CHAMPION BASEBALL is a one player/two player game and is available in a dynamic upright or sit-down model.

New Electronic Coin Comparitor Introduced By Coin Mechanisms

''For years the industry has needed a single coin mechanism that can be reprogrammed as fast as the operator's needs change. Now there is one.'' What **Ray Nicholson, Vice President of Coin Mechanisms, Inc.,** Elmhurst, Illinois is talking about is **Coin Mech's new electronic Coin Comparitor.™**

''The Coin Comparitor can be programmed by any operator to match any coin or token. And its cost is competitive with other electronic units. Companies who have tested the Comparitor are calling it the best they have ever seen,'' says Nicholson. ''We took the time to produce the right system, and this is simply the best.''

Can't Be Slugged

How It Works

An operator simply inserts a sample of the coin or token he wants to use in the sample holder and perhaps makes a minor sensitivity adjustment. From then on, virtually anything coming into the machine that doesn't match is rejected. ''The Coin Comparitor is hard to beat. It has not been successfully 'slugged' here, and we have tested it thoroughly,'' says Bob Rollins, Chief Engineer. ''Coin Mechanisms has been manufacturing and testing coin mechs for more than a decade.''

COIN COMPARITOR
COIN MECHANISMS INC
CC-20

Because it has so few moving parts, the Coin Comparitor is virtually jam free. It also works on input voltages of 12 to 32 volts AC or 15 to 32 volts DC. The manufacturer can tap into the line wherever its convenient for his design. Also, an operator can install it in equipment he already has, he should not need to worry about the expense of a transformer.

''Response from manufacturers has been enthusiastic. Foreign and U.S. border operators are really excited because they have to deal with such a great variety of coins,'' says **Ron Rollins, General Manager.**

Limited production of the Coin Comparitor is available for sample testing. For more information, call or write:

Coin Mechanisms, Inc., 817 Industrial Drive, Elmhurst, IL 60126 — 312/279-9150, 800/323-6498.

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IN THE WORLD

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THE DOUBLE

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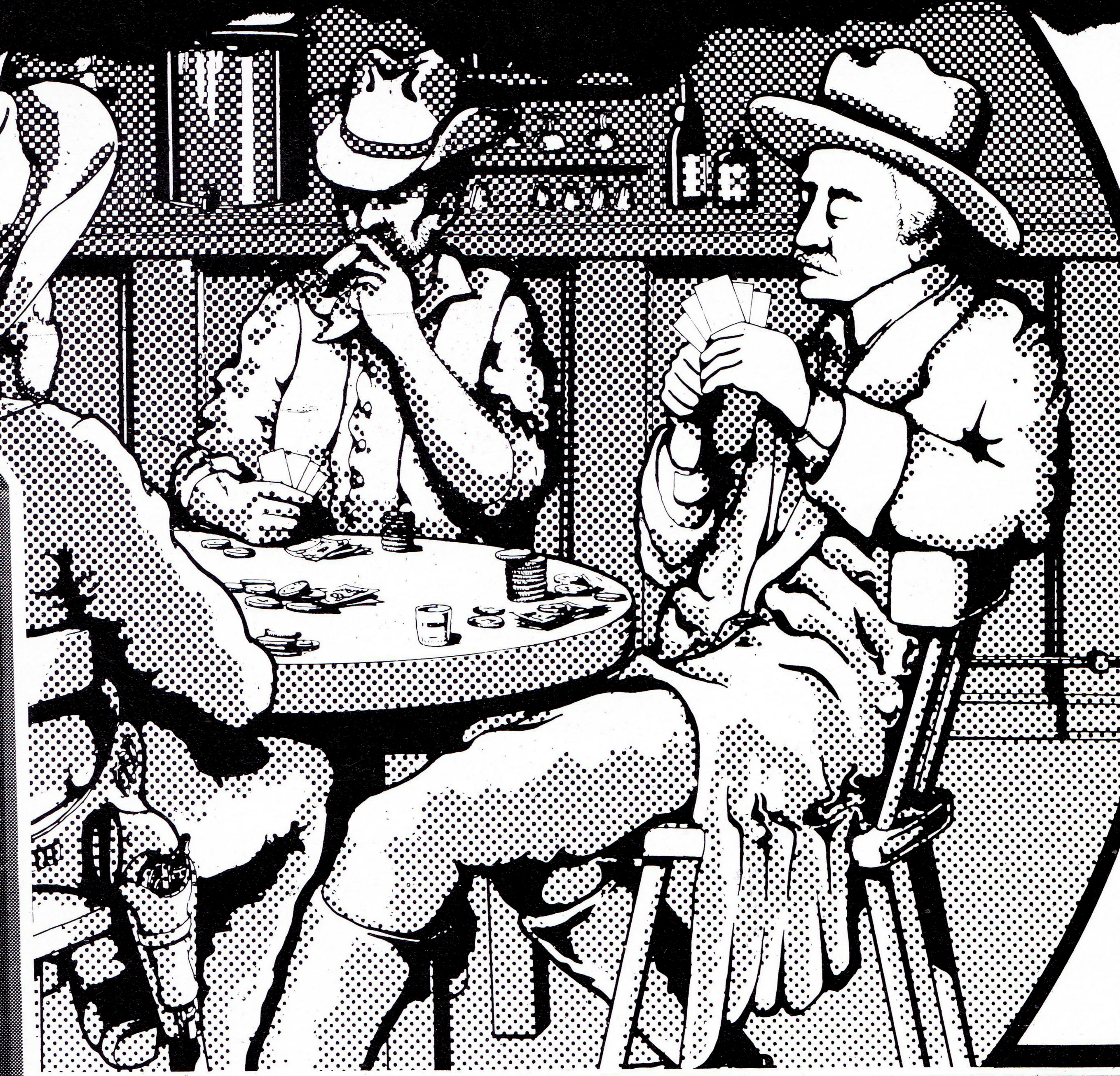
THE DOUBLE
KARATECO



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Offers you all the fun and excitement of a classical 52 card poker game plus exceptionnal features :

A gamble or collect feature is incorporated with a possibility of replaying credits during each game.

High technological reliability provides you with a total trouble-free guaranty :

- multiple credit storage
- electronical and mechanical meters for a higher security
- adjustable percentage rates.

Be a double winner
Play the right card with **KARATECO**
Play the right game with "The Double"
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INTRODUCING

THIS JOKER'S NOT TAKING ANY STATIC.

Although this simple static gun is made to clean up records, people are using them in an entirely different way. To clean up at your location. And when one of your electronic games gets zapped, you're getting zapped. Right where it hurts. These cheats have even discovered that they can hit ordinary machines for free rides by jiggling the plug at just the right moment. And until now, it's been nearly impossible to stop them.

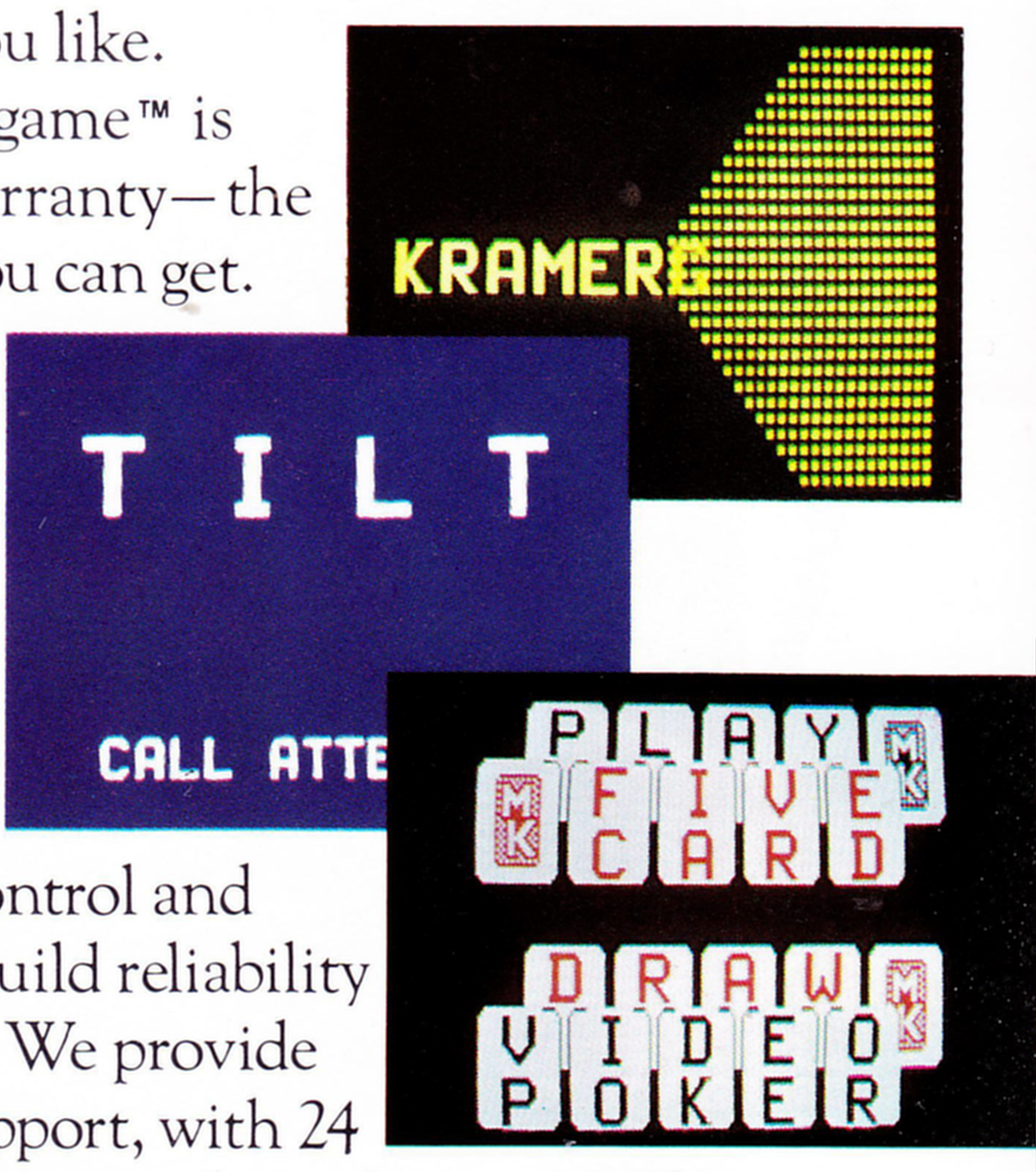
The Model 3000 changes all that. And much more. The Model 3000 is the only adult amusement game that is zap-proof. And tamper-proof. And cheat-proof. Its specially designed circuitry senses sudden jolts or power losses, activates a 15 second audible alarm, then throws the game into "tilt."

The Model 3000 features a new, dual coin entry system that keeps the coins jingling in throughout those busy weekends when a single jam can ruin the whole week's figures. With its two coin inserts and its off-set coin chutes, the Model 3000 is virtually jam-proof and string-proof.

The Model 3000 has lots more, too. Like an improved color monitor. New cards, exciting new graphics, and casino style instructions to speed play. A kick-proof cash door, and new cabinet security and design. There's a new variable volume control, and even a new screen color option.

The Model 3000 has more fool-proof features, including an accounting system that's error-free, unaffected by power surge or brownout, and protected against accidental memory loss. The Model 3000 is easily converted for other games, as well.

The Model 3000 has the features players like. And it has the Kramer feature you like. Reliability. Every Kramergame™ is backed by a six month warranty—the longest, most complete you can get. And only Kramer offers you a six week, no risk, money-back guarantee. That's because from our in-house research, design, engineering and technical staff to our manufacturing, quality control and service departments, we build reliability into every Kramergame.™ We provide factory and distributor support, with 24 hour parts and service turnaround. And even toll-free technical advice.



So don't take any static from ordinary electronic games. Call toll-free, and get all the details on the Model 3000. It won't even cost you a dime. And it could save you a bundle.

FOR AMUSEMENT ONLY. The operator of these games and the features therein may be subject to various state and local laws and regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

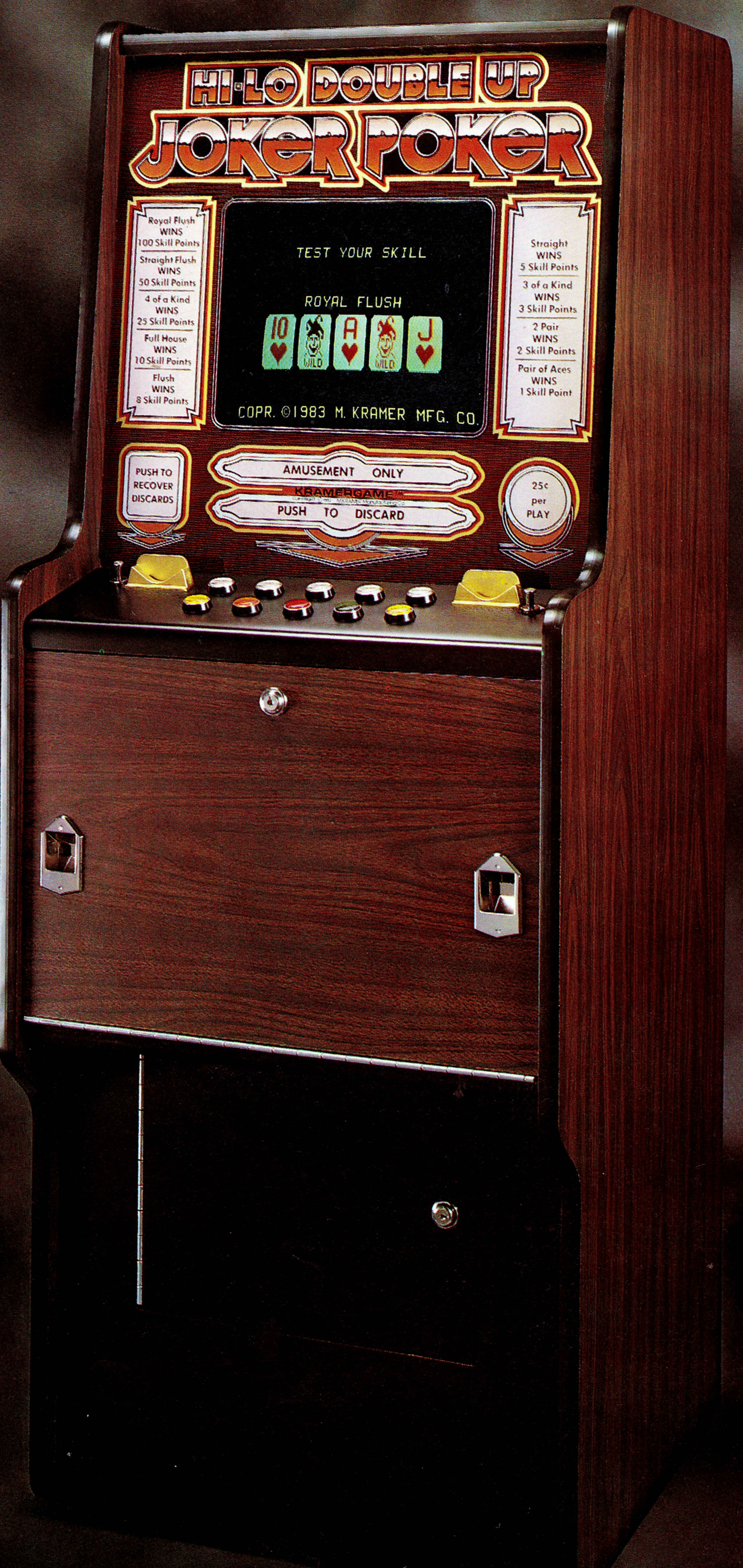
™ Kramergame is a registered trademark of M. Kramer Manufacturing Co., Inc.

KRAMERGAME™

(800) 631-2126 toll-free, or (201) 367-7810

M. KRAMER MANUFACTURING CO., INC., 1100 TOWBIN AVENUE, LAKEWOOD, NEW JERSEY 08701

MODEL 3000.


HI-LO DOUBLE UP
JOKER POKER
Royal Flush WINS 100 Skill Points
Straight Flush WINS 50 Skill Points
4 of a Kind WINS 25 Skill Points
Full House WINS 10 Skill Points
Flush WINS 8 Skill Points
TEST YOUR SKILL
ROYAL FLUSH
10 WILD A WILD J
COPR. ©1983 M. KRAMER MFG. CO.
Straight WINS 5 Skill Points
3 of a Kind WINS 3 Skill Points
2 Pair WINS 2 Skill Points
Pair of Aces WINS 1 Skill Point
PUSH TO RECOVER DISCARDS
AMUSEMENT ONLY
KRAMERGAME
PUSH TO DISCARD
25¢ per PLAY

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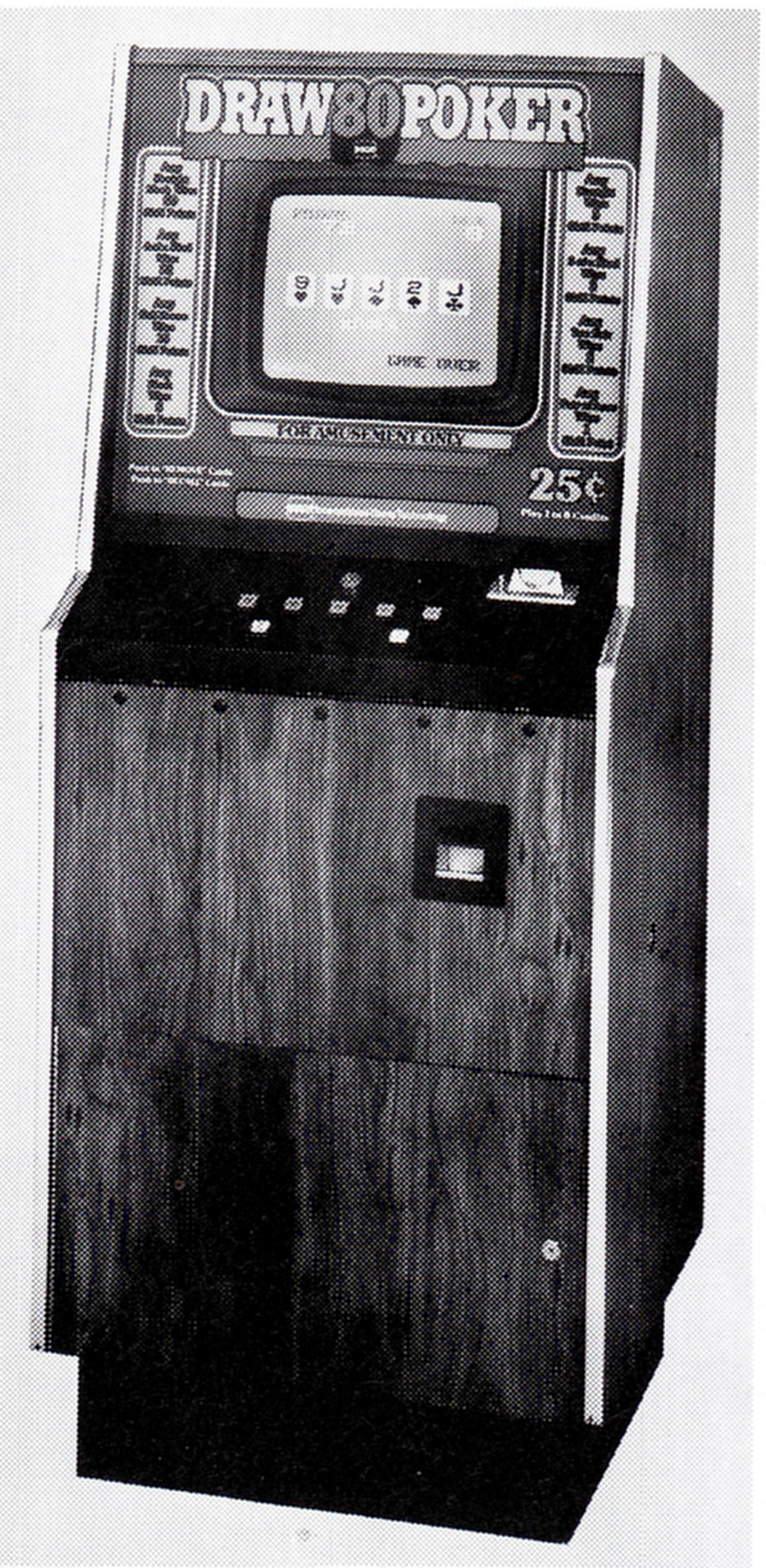
International Game Technology Adds "Draw 80 Poker" To Quick Change Unit

Draw 80 Poker is now available in Quick Change, according to **International Game Technology.**

Draw 80 Poker is the best and historically the most popular video card game, with proven player appeal . . .



It's the game that lead to the present success of the video card game industry.

Draw 80 features plays of one to eight coins or skill points, with a dealer shuffle of the deck after each hand, and has a reputation of reliability and top earnings.

Quick Change is a versatile floor machine offering stimulating play, imaginative graphics, exciting motion action and state-of-the-art reliability.

Eleven different amusement video card games are packaged in one Quick Change unit. These include: **Wild One,** a joker's wild poker game, **Quick Draw 2001,** a standard draw poker game, **Keno Castles, Wild Dragon, Player's Pick** and **Blackjack.**

Quick Change, with the addition of Draw 80, offers the ultimate challenge to players and will continually attract new customers.

More information on Quick Change may be obtained from your IGT distributor or contact:

International Game Technology,
520 South Rock Blvd., Reno, Nv 89502.
Phone (702) 323-5060,
TWX 910-395-7014.

We re-invented the ball separator building the best pool table possible.

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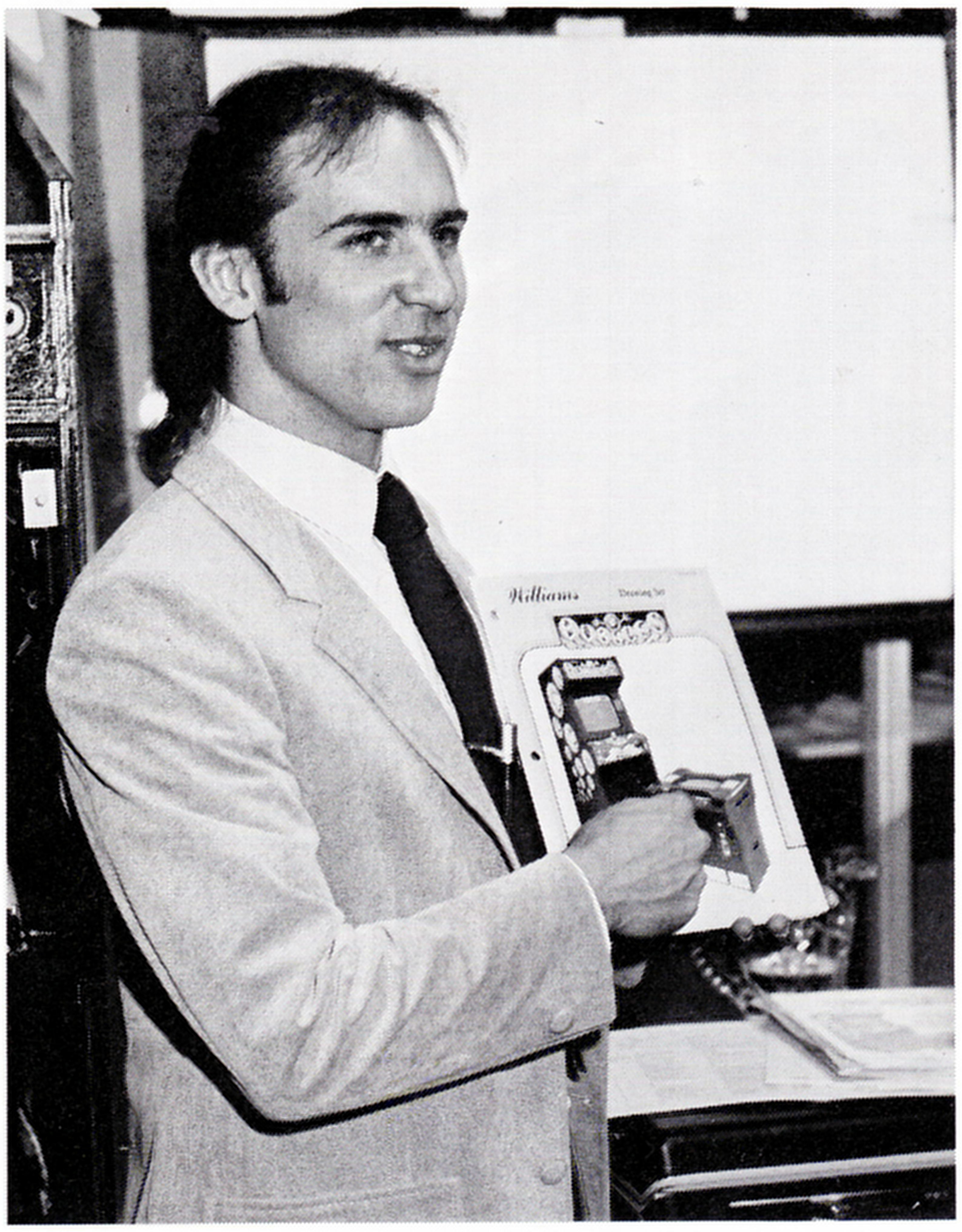
Laniel Automatic Makes Williams And Midway Service Schools Informative And Pleasant



Williams Instructor — Garry Messling, at Laniel Automatic — Williams School May 19th, 1983.

Laniel Automatic of 152 Rockland Road, Montreal, has, and is, holding Technical and Service Schools for its operator customers widespread parts of Canada. And, as run by Canada's premier coin Machine Company they offer those attending a most informative and pleasant day.

On Thursday, May 19th, Laniel Automatic sponsored a "school" on **Williams Video Games.** On the 29th of this months (June), a **Bally/Midway School is to be held.** This latter will conform in format to the earlier event and the instructor will be **Bob Norton** who in past "schools" at Laniel Automatic has proven to be a very engaging and popular "teacher." Bob will be giving instructions and advice on the latest Bally/Midway games as well as answering any questions outstanding on his company's products.

Williams Electronics' instructor was new to Laniel Automatic "schools". He was **Garry Messling** and on his first introdcution to Laniel's personnel and customers greatly and favourably impressed everyone with whom he came into contact. Garry dealt mainly with a pair of Williams' latest andmost popular games **"Bubbles"** and **"Sinistar".**

The success of Mr. Messling's instructions and advice was to be noted by the number and quality of the questions put to him by his pupils, even after the closing hour of 5 p.m.

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Admiral Joker ▶

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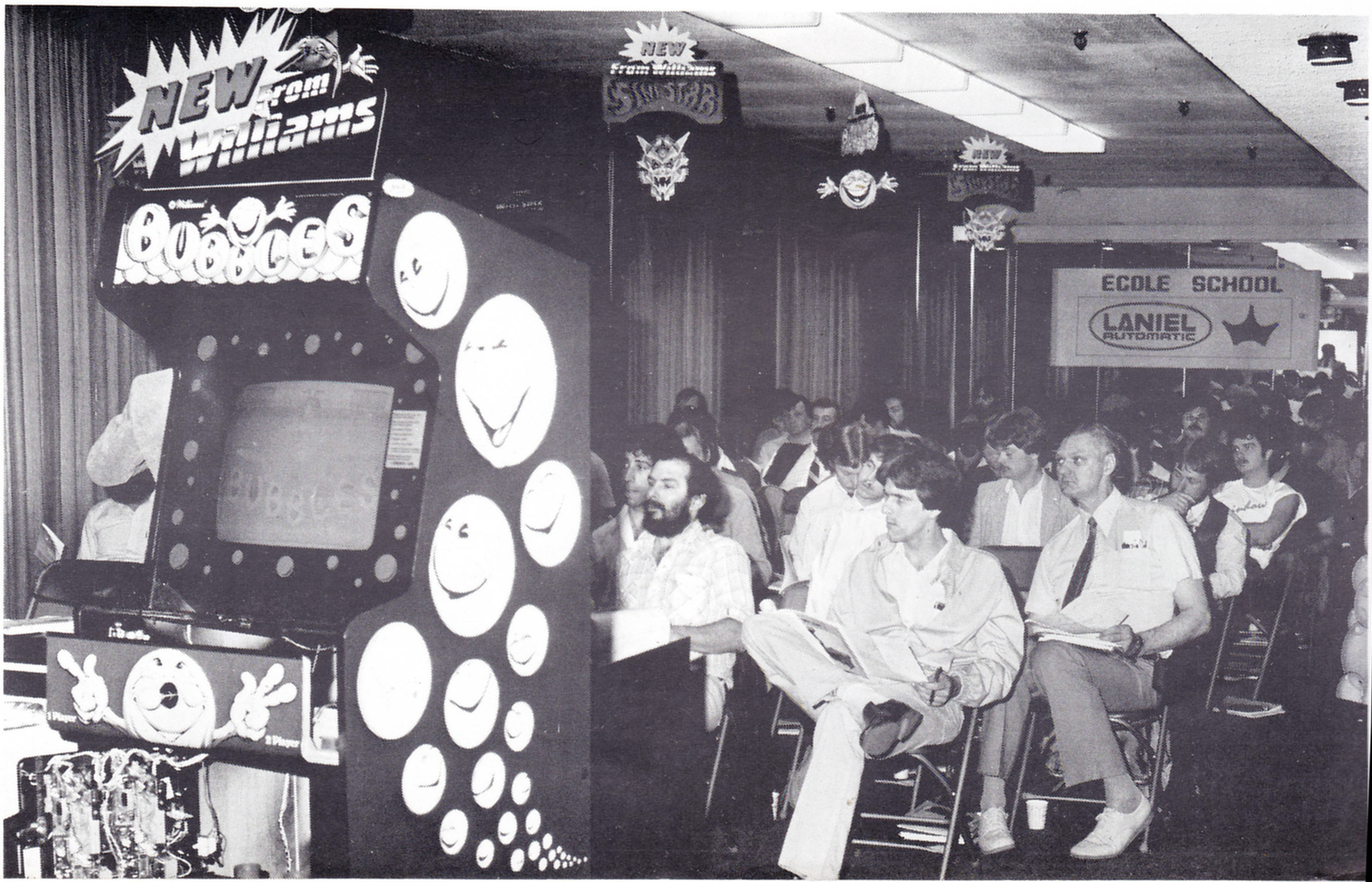
Laniel Automatic — Williams School — May 19, 1983.
Background, standing is Jean Robillard, Service Manager, Laniel.

Laniel Automatic Treats Its "School" Guests As "Kings For A Day"

Apart from the excellent technical instruction given at the firm's large modern premises in the Town of Mount Royal, there was a wine luncheon. The forty nine visiting Operator's personnel were bussed downtown at noon to drink and eat at the Chateau Champlain, Montreal's top CPR Hotel. The School had morning and afternoon sessions starting at 9 a.m. and ending at 5 p.m. These people came from widespread communities of Central and Eastern Canada. There were ladies and gentlemen present from Newfoundland, the Martime Provinces, Ontario, and of course, Quebec.

Jean Robillard, Laniel Automatic's Service Manager has been responsible for the organizing and runnning these popular event for many years now. The popularity of his company's technical "schools" with Operators is testimony to Jeans care, efficiency and attention to details.



WE CARE.

We at Williams Electronics are intensely committed to the distributors, operators and continued success of our industry. And that's why we're equally committed to protecting the rights to our video games.

Right now the market is glutted with mediocre games that are dampening the public's enthusiasm for video, and that's hurting us all. Operators who knowingly or unknowingly buy cheap imitations of popular games can disappoint the players of the original versions, and miss out on profits they could earn with higher quality games. Plus, they're faced with maintenance problems resulting from slipshod manufacturing. Furthermore, unauthorized game duplications, alterations and conversions undermine the efforts of ethical distributors who carry ''the real thing.''

Williams Electronics has always taken extraordinary care to design and produce only the highest-earning games. Virtually everyone is aware of the profitability, longevity and play appeal of our stars like DEFENDER, STARGATE, MAKE TRAX, ROBOTRON: 2084, MOON PATROL, JOUST, SINISTAR and BUBBLES. Everyone should also know that we own exclusive rights to each and every one of our video games—which means only we can duplicate or change our copyright material. With a record as sparkling as ours, we feel there's no reason any person would even consider tampering with our games.

For the good of the industry, we fully intend to take all legal action necessary to prosecute any person or company that manufactures, sells, distributes or operates any Williams video game in violation of copyright laws.

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Chicago, IL 60618

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Wayne Kidder Of Saskatoon Uses IMC Software And Computer To Maximize His Businesses Including A 1500 Game Operation

Wayne Kidder of Saskatoon is one of this country's younger games operators and entrepreneurs who has whole heartedly embraced the new technology associated with computerization of a business. His companies which do business all over Northern Saskatchewan are based in the Province's capital city of Regina. They comprise of, manufacturing, wholesaling, and games operating companies, the latter has some 1500 pieces of equipment in a variety of locations including street spots, lunch places, bars, hotels, arcades. . . any place in fact which offers a good site for videos. Most of the games are out on the usual 50/50 location/operator split and they are scattered over a large geographical area. This makes close control not only difficult but essential, and in Mr. Kidder's opinion the computer can give a firm better control of what's going on with its machines than any other present means.

The hardware part of Wayne's computer set up is a **TRS-80-III** merchandized by **Radio Shack**. . . It has a **16 K** capability but this is being added onto for much greater capability because at present, it's limited to dealing with only some 350 machines at a time. . . The new addition to his computer will cope with up to 10,000 machines. Mr. Kidder is very pleased with the **TRS-80-III Computer** and found it very easy to set up using a software package supplied by **Innovative Management Consultants of San Marcos, Texas.** According to Wayne, it was not difficult to familiarize his staff with the software programme and the TRS-80-III, and he said that one of his staff was trained in two days though, he, being familiar with computers, took only two hours to learn how to use the software supplied by Innovative Management Consultants.

In addition to that company's programme, Mr. Kidder has also introduced into the computer his own requirements for information he considers vital to his business. Because of the diversified nature of his overall business, inventory control, payroll, buying, sales, etc. becomes much more complicated than simply running a large coin-operated games route.

In respect of the Amusement Routes, complete information is demanded of each and every piece of equipment and that also means every location. Personnel are supplied with specially printed computer sheets which are filled in by routemen servicing the games and amusements. The information is phoned in from points remote from Saskatoon to the computer at the head office there, from which, immediate assessment of what a machine or location, is doing.

Generally speaking, a weekly performance assessment of the entire route is made. Wayne remarks that collections are reported with 100% accuracy and thefts can be immediately spotted upon assessing the printouts. Information on machine servicability and profitability is also supplied plus return on investment of each machine. Policy resulting from this information results in such actions as pulling out of a location any machine which is not seen to be showing at least a 25% return on investment.

New games coming into use go into the computer by serial number and complete computerized histories of them are established so that their value and profitability can be known and assessed.

From this data, what equipment is best suited to each type of location can be determined.

This often brings confrontation with location owners who want the latest and hottest games when, in the computer backed opinion of Mr. Kidder, the location performance doesn't justify it. He says he takes a firm stand in such cases and if the location wants that particular machine, it will have to purchase it from its own resources. This is the sort of thing computer information supports. . . .

This company only goes into a location on the basis of a signed contract. . . And, according to Wayne, within two years commissions will be 60/40 in his company's favour!

Because he does a lot of travelling, Mr. Kidder carries a small gadget from Radio Shack into which he can put information, even written letters, then, put it into his office computer. By coding this information, confidentiality can be achieved by restricting it, and other data, to only designated people within the firm. Wayne is committed in a big way to using computers which he sees handling more and more information, and producing more and better answers from which decisions can be taken.

Following is *Innovative Management Consultants'* own description of what its software system will provide by way of information for a Music, Games & Amusements, Operator. This is the main software programme as used by *Wayne Kidder of Saskatoon* for management control of his large number of Games in scattered locations over a large area of Northern Saskatchewan.

"By the end of this decade any business which is not computerized. . . They will be beaten out by those which are, as computerized Data on each Game is the only way to survive in this business

. . . Without this knowledge, an operator will soon be out of business."

The Games Operator's Investment Analysis Computer System

. . .Custom Designed For The Amusement Operator

By Innovative Management Consultants
611 La Rue
San Marcos, TX 78666

System Concept

1

- **This is custom designed for the Amusement Operator**
- **A profit center concept**
- **A complete system from collection to analysis.**

Computer programs are special, technical instructions that "tell" a computer exactly what to do. **The OPERATOR'S INVESTMENT ANALYSIS SYSTEM instructs Radio Shack's TRS-80 Computers** to store and analyze information on all the amusement machines in your business. No, not another accounting program . . . This system is custom designed to give the amusement operator the information and features he needs to manage more effectively.

This system is built around a profit center concept. Each amusement machine is viewed as a separate profit center with its own revenues, costs, expenses, and investment. In addition, each location, each machine type, even each machine name can be analyzed as separate profit centers. Maximize the performance of your profit centers and you maximize the performance of your entire operation.

This system is complete. Once established, the computer keeps track of where machines are located and the performance of every machine after each collection.

The computer automatically prints out collection reports to be used by the route or game room collectors. All the operator needs to do is enter the revenue for each machine after each collection.

The system will then automatically print a financial analysis of each machine at each location. The operator can also request additional types of analysis and cumulative reports as needed.

Accurate Profit Analysis through cost allocation.

Return on Investment for every machine and location. This system allocates all costs associated with your operation. General administrative costs, location costs, and depreciation are all considered when computing profit contribution and return on investment.

Depreciation expense is handled automatically; each machine can have an individual schedule which you choose.

Your basic financial reports appear as shown on the following pages.

Each machine's number, name, type, current location, revenue, profit, book value, and return on investment (ROI) is given. In addition, the reports indicate the number of days represented by the collection (which can vary from machine to machine.)

Get only the information you really want and need.

Sort by location, machine name, type, and more . . .

Financial reports and machine totals like the one shown on the facing page can be printed on any group of machines you wish to sort out.

Sort Routines

2

You can sort!

BY LOCATION: You can easily examine the performance of every machine at any location and the performance of the entire location.

BY MACHINE NUMBER: You can instantly access sales, profits, return on investment and book value information on any machine in your operation.

BY MACHINE NAME: Select your machines by name. Simply enter the machine's popular name and get a report on where those machines are located, their performance, and total book value. Great for buy/sell decisions.

BY MACHINE TYPE: You can classify your machines into an unlimited number of machine types and sort by type. Compare performance of all video uprights vs. tables.

BY MAXIMUM RETURN ON INVESTMENT: Let the computer calculate an annualized ROI for each machine and print a report of every machine with an ROI over any specified level.

BY MINIMUM RETURN ON INVESTMENT: find your poor investments! Simply enter the minimum ROI you are willing to accept and get a list of every machine that fails to achieve that performance level.

BY MAXIMUM REVENUE: Know which machines are the top cash producers! You specify the revenue and get a list of every machine that exceeds that level.

BY MINIMUM REVENUE: Get a report on any machines that fail to achieve a minimum revenue level, great for decisions about moves and adjustments.

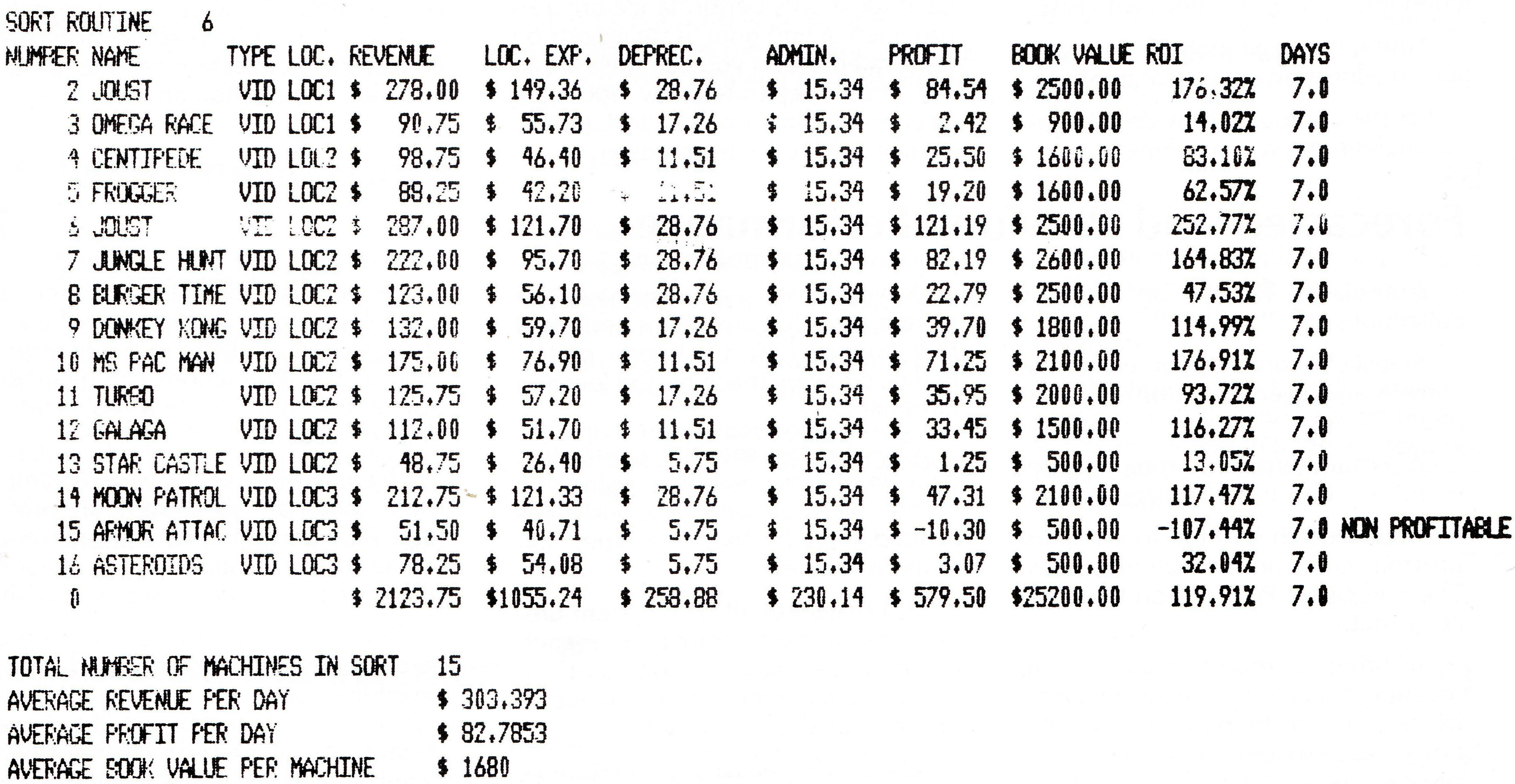
BY MAXIMUM NET PROFIT: Get a "hot list" of your most profitable machines! You set the profit level and get a report on all machines over that level. It's easy.

BY MINIMUM NET PROFIT: Considering selling off some equipment. Get a list of all your poorest performers. Set your minimum profit objective and find out which machines fail to reach that objective.

BY LOCATION AND TYPE: A special double-search routine allows you to examine all machines of a given type at any location. Great for comparing different types of machines in the same location.

Financial Analysis

3



```
SORT ROUTINE    6
NUMBER NAME        TYPE LOC. REVENUE     LOC. EXP.  DEPREC.      ADMIN.    PROFIT    BOOK VALUE ROI          DAYS
     2 JOUST        VID LOC1 $  278.00  $ 149.36   $  28.76     $  15.34  $  84.54  $ 2500.00    176.32%   7.0
     3 OMEGA RACE   VID LOC1 $   90.75  $  55.73   $  17.26     $  15.34  $   2.42  $  900.00     14.02%   7.0
     4 CENTIPEDE    VID LOC2 $   98.75  $  46.40   $  11.51     $  15.34  $  25.50  $ 1600.00     83.10%   7.0
     5 FROGGER      VID LOC2 $   88.25  $  42.20   $  11.51     $  15.34  $  19.20  $ 1600.00     62.57%   7.0
     6 JOUST        VID LOC2 $  287.00  $ 121.70   $  28.76     $  15.34  $ 121.19  $ 2500.00    252.77%   7.0
     7 JUNGLE HUNT  VID LOC2 $  222.00  $  95.70   $  28.76     $  15.34  $  82.19  $ 2600.00    164.83%   7.0
     8 BURGER TIME  VID LOC2 $  123.00  $  56.10   $  28.76     $  15.34  $  22.79  $ 2500.00     47.53%   7.0
     9 DONKEY KONG  VID LOC2 $  132.00  $  59.70   $  17.26     $  15.34  $  39.70  $ 1800.00    114.99%   7.0
    10 MS PAC MAN   VID LOC2 $  175.00  $  76.90   $  11.51     $  15.34  $  71.25  $ 2100.00    176.91%   7.0
    11 TURBO        VID LOC2 $  125.75  $  57.20   $  17.26     $  15.34  $  35.95  $ 2000.00     93.72%   7.0
    12 GALAGA       VID LOC2 $  112.00  $  51.70   $  11.51     $  15.34  $  33.45  $ 1500.00    116.27%   7.0
    13 STAR CASTLE  VID LOC2 $   48.75  $  26.40   $   5.75     $  15.34  $   1.25  $  500.00     13.05%   7.0
    14 MOON PATROL  VID LOC3 $  212.75  $ 121.33   $  28.76     $  15.34  $  47.31  $ 2100.00    117.47%   7.0
    15 ARMOR ATTAC  VID LOC3 $   51.50  $  40.71   $   5.75     $  15.34  $ -10.30  $  500.00   -107.44%   7.0 NON PROFITABLE
    16 ASTEROIDS    VID LOC3 $   78.25  $  54.08   $   5.75     $  15.34  $   3.07  $  500.00     32.04%   7.0
     0                       $ 2123.75  $1055.24   $ 258.88     $ 230.14  $ 579.50  $25200.00    119.91%   7.0

TOTAL NUMBER OF MACHINES IN SORT   15
AVERAGE REVENUE PER DAY            $ 303.393
AVERAGE PROFIT PER DAY             $ 82.7853
AVERAGE BOOK VALUE PER MACHINE     $ 1680
```

Machine History Reports

4

Complete Machine History

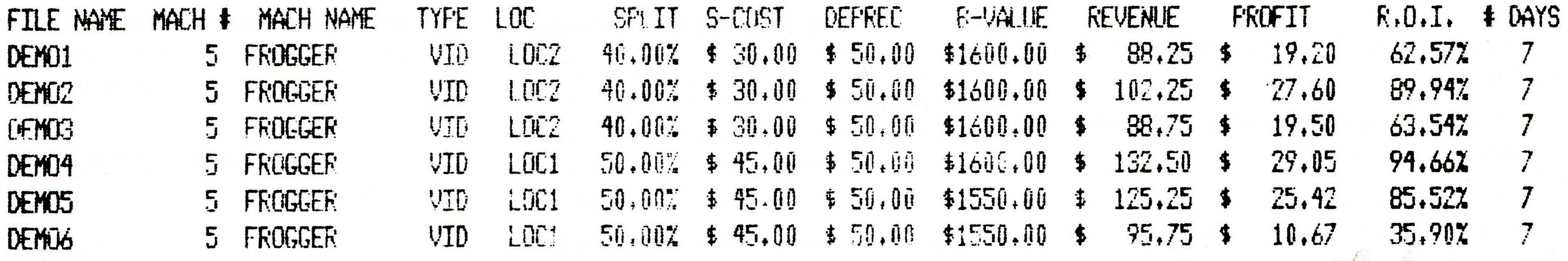
Graphic Plots of previous revenues, profits and ROI. (Return On Investment).

Complete history of machine performance is available on any machine you wish. Simply enter the machine number you wish to review into the Machine History Program.

It will access and print full disclosure on where the machine has been, its revenues, profits, book value, and ROI for each collection as well as the service cost, percent split (if any) and the machines depreciation schedule.

Then, if you wish, the computer will provide graphic plotting on your standard printer! The revenues, profits, and ROI for the various collections are plotted to illustrate the trend in machine performance.

A sample printout of the Machine History Program is provided below.



```
FILE NAME  MACH #  MACH NAME   TYPE  LOC    SPLIT   S-COST   DEPREC    B-VALUE   REVENUE     PROFIT      R.O.I.  # DAYS
DEMO1          5   FROGGER     VID   LOC2   40.00%  $ 30.00  $ 50.00  $1600.00  $   88.25  $   19.20    62.57%    7
DEMO2          5   FROGGER     VID   LOC2   40.00%  $ 30.00  $ 50.00  $1600.00  $  102.25  $   27.60    89.94%    7
DEMO3          5   FROGGER     VID   LOC2   40.00%  $ 30.00  $ 50.00  $1600.00  $   88.75  $   19.50    63.54%    7
DEMO4          5   FROGGER     VID   LOC1   50.00%  $ 45.00  $ 50.00  $1600.00  $  132.50  $   29.05    94.66%    7
DEMO5          5   FROGGER     VID   LOC1   50.00%  $ 45.00  $ 50.00  $1550.00  $  125.25  $   25.42    85.52%    7
DEMO6          5   FROGGER     VID   LOC1   50.00%  $ 45.00  $ 50.00  $1550.00  $   95.75  $   10.67    35.90%    7
```

Collection Reports

5

Route Collection Reports itemize every machine.

Never hand write another collection report! Since the computer knows what machines are in which location it can easily provide a printed collection report form.

The computer provides a list of each machine number and name at each location. It develops a form on standard 8-1/2″ × 11″ paper and provides columns for meter readings and collected revenues. It even provides the amount of collected revenue from the previous collection for comparison purposes.

If you want, print this form on two part paper so a copy can be left at the location. The collection report acts as the data entry form after the collection.

Automatic Reports

6

Get financial reports and collection report forms on all locations with ease.

Automatic paging options let you put each location on a separate sheet.

Let the computer provide a financial analysis on every machine in every location automatically. Summaries of each location's performance are also provided. If you print these reports on perforated sheets you can review and file them separately by location. Record-keeping on location performance has never been easier.

Ready to begin the week's round of collections? Need collection reports to record the meter readings and revenues? Print collection reports for all your locations automatically.

Forecasted and Previous Performance

7

Cumulative Reports on previous collections.

Statistical forecasts of each machine's and every location's profitability.

A computerized "opinion statement" on future performance!

You need to be able to compare previous collections for all machines. The Forecaster Program provides exactly that.

It prints a report itemizing the revenue collected on each machine by location for the past 3 to 5 collections. It provides the cumulative revenue over that time (usually a monthly summary).

If you wish, you can have the system provide cumulative profit and ROI (Return On Investment) performance on every machine and location automatically.

Or you can sort the cumulative data on all your machines using any of the sort routines previously described. Sort by machine type, machine name, etc.

But that's not all. This system predicts the future performance of each machine and makes a comment if it expects a machine's performance to improve or decline sharply.

Using the statistical procedure of linear regression, the program reports the predicted total revenue and revenue per day for each machine in each location. It then reports the accuracy of its prediction, a value from 0% to 99%. Predictions can be made for either one or two collections ahead.

If you wish, you can have the computer automatically print future profit and ROI performance for each machine at each location. Or you can sort the forecasted data any way you wish.

Imagine, you can get forecasted profitability of any machine type, machine name, etc. You can print a list of all machines expected to have profits or ROI less than any specified level two weeks from now! And its easy.

```
SALES ANALYSIS AND FORECAST FOR LOCATION LOC2
FORECASTS ARE FOR  1  PERIOD(S) AHEAD
MACH# MACH NAME      TOTAL REV. DEMO1      DEMO2      DEMO3      DEMO4      DEMO5      PRED REV  REV/DAY PRED-REV/DAY  %  EVALUATION
------------------------------------------------------------------------------------------------------------------------
    4 CENTIPEDE  $  512.50 $    98.75 $    98.00 $  105.25 $  105.25 $  105.25 $  108.58 $   15.04 $   15.51    72
    5 FROGGER    $  537.00 $    88.25 $  102.25 $    88.75 $  132.50 $  125.25 $  138.68 $   17.89 $   19.81    64   STRONG INCREAS
    6 JOUST      $ 1349.25 $  287.00 $  294.25 $  256.00 $  256.00 $  256.00 $  239.78 $   36.57 $   34.25    69
    7 JUNGLE HUN $ 1026.25 $  222.00 $  210.25 $  198.00 $  198.00 $  198.00 $  187.18 $   28.29 $   26.74    78
    8 BURGER TIM $  404.00 $  123.00 $    75.50 $    68.50 $    68.50 $    68.50 $    46.00 $    9.79 $    6.57    59   STRONG DECREAS
```

Coin Count Reports

8

Easily verify meter readings and revenue!

Print exception reports on machines over & short.

Included with the system is the easy to use **Coin Count Reconciliation Program.** This program maintains records on all your machine meter readings. After each collection you simply post the collected revenue (or tokens) and the new meter readings.

The system computes the difference between the metered revenue and the actual collection. You can then print reports for all machines, or machines off by any specified amount.

Even free tokens are taken into account!

After machine collections have been entered into this program you can then automatically run all financial analysis, sort routines, collection reports, etc. without having to enter revenues again.

This program simplifies the process of maintaining security on your collections.

```
IMC COIN-COUNT RECONCILIATION
REPORT FOR FILE: COINDATA/IMC
-------------------------------------------------------------------------

NUMBER   MACHINE NAME   COUNTER 1   COUNTER 2   REVENUE    OVER/SHORT
   101   JOUST               3800        1101   $1225.25   $   +0.00
   102   OMEGA RACE          1625        2180   $ 952.50   $   +1.25
   103   FROGGER             1625         525   $ 537.00   $   -0.50
```

Income Tax Reporting

9

Get year-to-date summary reports of location collections any time.

You can print a summary of any location's collections at any time. The system provides the date and amount of each collection and the cumulative revenue collected and location payments at any time. You can therefore get year to date summaries for each location when ever you want.

Telecommunications

10

Enter machine revenue and meter readings from any location.

Get financial reports on machines and location while away from the office.

You can enter machine collection data and get performance reports from anywhere with this system. All you need is a telephone modem, a terminal and the communication software available from Radio Shack.

Included with The Operator's Investment Analysis System are the necessary programs to enter data and print reports over the telephone line.

This means that route collectors could enter data from remote locations and receive instant financial analysis on that location.

It means you could be on business in Dallas and receive complete reports on your operation in Miami over any telephone.

The procedures for telecommunication are easy and the additional equipment required to do it is relatively low cost (less than $1300). Consider the possibilities!

Data Base Management

11

Powerful, flexible data base management program.

Computerize records on employees, locations, machine repair, parts.

Here is a powerful and versatile program for storing, maintaining, editing, reviewing, retrieving, printing, etc. any type of data desired. It is particularly useful for maintaining equipment maintenance records, employee files, and parts inventories.

You can design data bases to keep track of expenses, tax deductions, equipment purchase dates, and location information. The possible data bases are limited only by your imagination.

Hardware Requirements

12

The TRS-80: powerful, reliable, and inexpensive, and can manage up to 450 machines at once then any number in groups of 450!

The Operator's Investment Analysis System is designed to run on the TRS-80 line of computers from Tandy Corporation (Radio Shack). Why? Because the TRS-80s offer one of the greatest amounts of computer power for the least amount of money.

They are amazingly reliable, not overly complicated or sensitive and can be serviced through any Radio Shack store in the US and in many other parts of the world.

If you already have another type of computer call us about availability of our programs for your system.

If you have not yet purchased a computer remember the adviceto pick your software (programs) first then the computer.

System Setup

13

The Operator's Investment Analysis system requires at least 48k RAM and two disk drives.

With this size computer the system can process up to 450 machines simultaneously but can process multiple batches of 450 machines. The practical limit of the system depends on the nature of your operation. Several customers control over 1000 machines with this system.

The program is written in TRS-80 Level II extended Basic and the source code is accessible by the customer. The disk operating system is TRSDOS and the program can be delivered on 5-1/4″ double density, 5-1/4″ single density or 8″ floppy disk. Source code listing are generally not supplied with the purchase but can be generated by the user if desired.

This system generally requires only a narrow (9″ platten) printer provided the printer can compress printing to 132 characters per line.

For purposes of this system there is no advantage to wide carriage printers since the program automatically compresses output when necessary.

Continuous form capabilities (ie. tractor or pin feed) are highly desirable to take advantage of the many automatic output programs included in the system. Typically, output is placed on perforated 8-1/2″ × 11″ pin fed paper.

Routine Data Entry

14

Two audio instructional cassettes explain every feature in detail.

An installation manual shows you how to get started.

When you order The Operator's Investment Analysis System you will receive a note book containing an installation manual, two instructional cassette tapes and the program disk.

To set up the system you must have:

An estimate of your total general administrative expenses.

An estimate of the cost associated with operating each location.

And the following information on each of your machines: a unique machine number, its name, type, current location, current market value, and monthly depreciation expense.

The installation manual contains forms and explanations to simplify gathering this information. Once the necessary data has been gathered it can be entered into the system rather quickly; several hundred machines in a day or two.

Once the system is set up the only maintenance necessary is the routine data entry.

Simply enter machine number and revenues!

And be sure to tell it if you moved something.

That's right. The only required data entry after each collection is the machine number and the revenue collected for that machine. And collections can be entered in any order at any time!

If you move a machine from one location to another you simply enter the machine number and the location code of the new location. If you sell a machine, delete it from the file, if you buy a machine add it to the file.

If you want to run meter readings on machines simply enter the new readings and collected revenue for those machines. That's it.

When it comes to printing reports you can choose to print just exception reports on poor performing machines or multi-page analyses on every machine, every location, performance history and forecasting reports.

You can get as much or as little as you want!

COMPUTER SOFTWARE

By Innovative Management Consultants
611 La Rue
San Marcos, TX 78666

Sales/Cost

Input data from floppy disc—each disc can contain 1,000 machines; use as many discs as necessary
Print data—a permanent record of machine performance during any given time period
Add machines
Move machines from one location to another and record
Omit machines whenever you sell or trade equipment
Add revenues
Location codes contain percentage splits with location owners and flat rate service fees—review, add, or omit locations at any time
Administration cost—allocate general administrative expenses to each machine for accurate profit calculations—review or change the administrative cost when necessary

Sort option

By location
By machine number/name/type
By maximum/minimum return on investment
By maximum/minimum revenue
By maximum/minimum net profit
By location and type

Performance

Collection reports for each location given automatically
Performance reports on every machine sorted
Location cost represents (1) the percentage split paid to a location owner, (2) any monthly service costs, (3) depreciation expense for the period—all costs, including administrative costs, are adjusted to the period of time represented by revenue
Net profit of the selected machine
Book value of the equipment
Annual ROI—return on investment for the machine selected

Enter—allows you to skip over individual machines and examine only the totals for those machines sorted

Additional Programs (in Basic Package)

Machine history—machine's history performance, data is geographically plotted
Collection report—list of all machines at any location
Coin-count reconciliation—reconciles collected revenues with meter readings
1099 program—keeps track of how much each location earned throughout the year, prints the 1099 tax form with location name and address at the end of the year
Prediction program—gives projection of what machines' revenues will be for the next two weeks, plots a trend line based on machines' past earnings, also gives an accuracy prediction
Data Base Management Program—keeps track of any information the operator wants (what machine has been at which location, name of machines, serial numbers, when machine was moved in or out, what replaced it, who replaced it, etc. Can also keep track of repairs and what technician did to fix machines.)
Telecommunications System—set up to handle remote data entry and remote reporting by telephone

General

Software now works with Radio Shack Model 4 Computer and Apple Computer. Will soon be available for use with the IBM Personal Computer, and the Zenith 80

SOME COMPANIES GO TO ALL CORNERS OF THE EARTH FOR NEW GAMES

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GYRUSS™ While others are out talking about great space games, we're making them. No gimmicks. . . just one of the most astonishing game concepts ever developed. It will be the standard by which all other games are measured.

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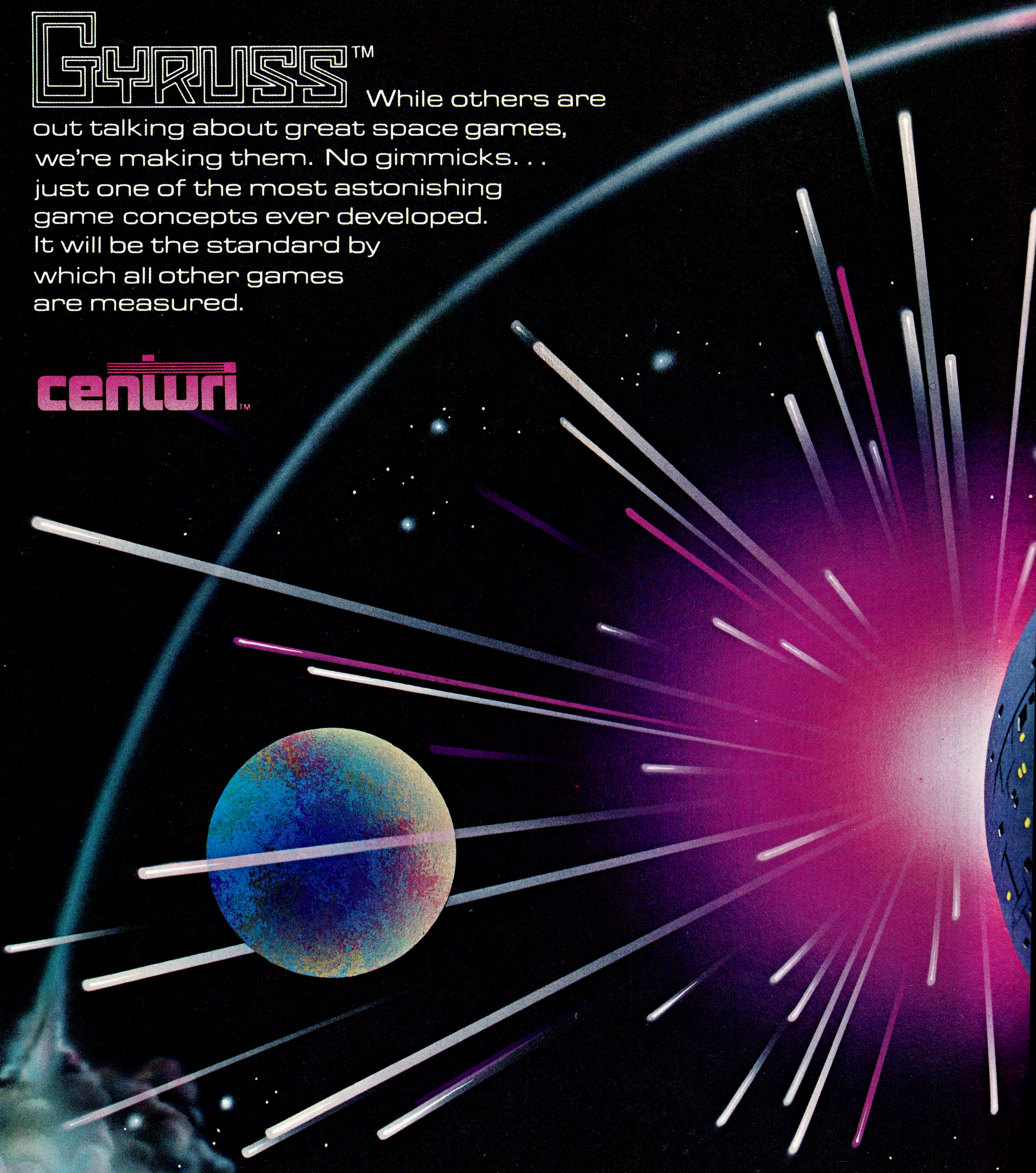
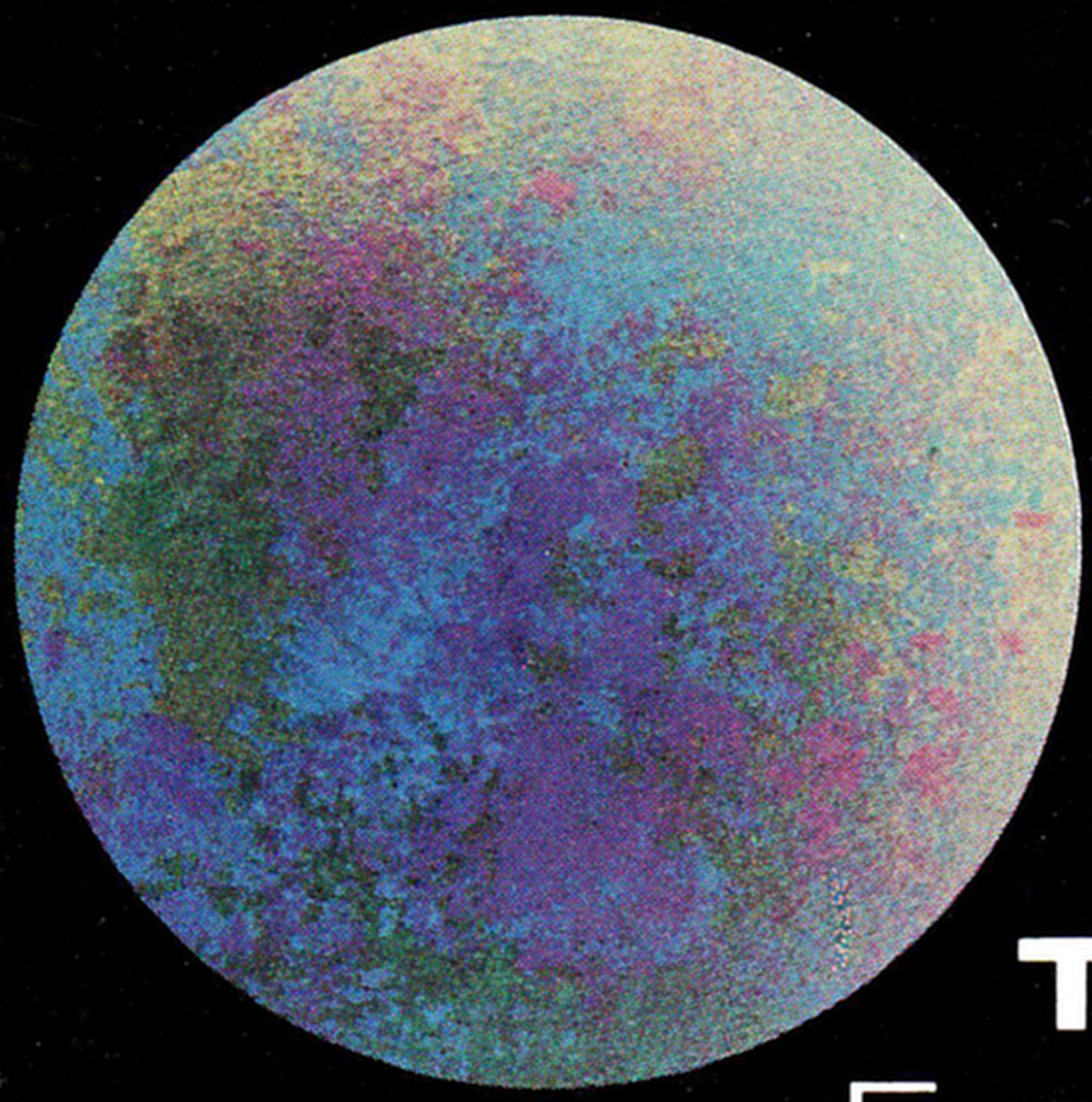
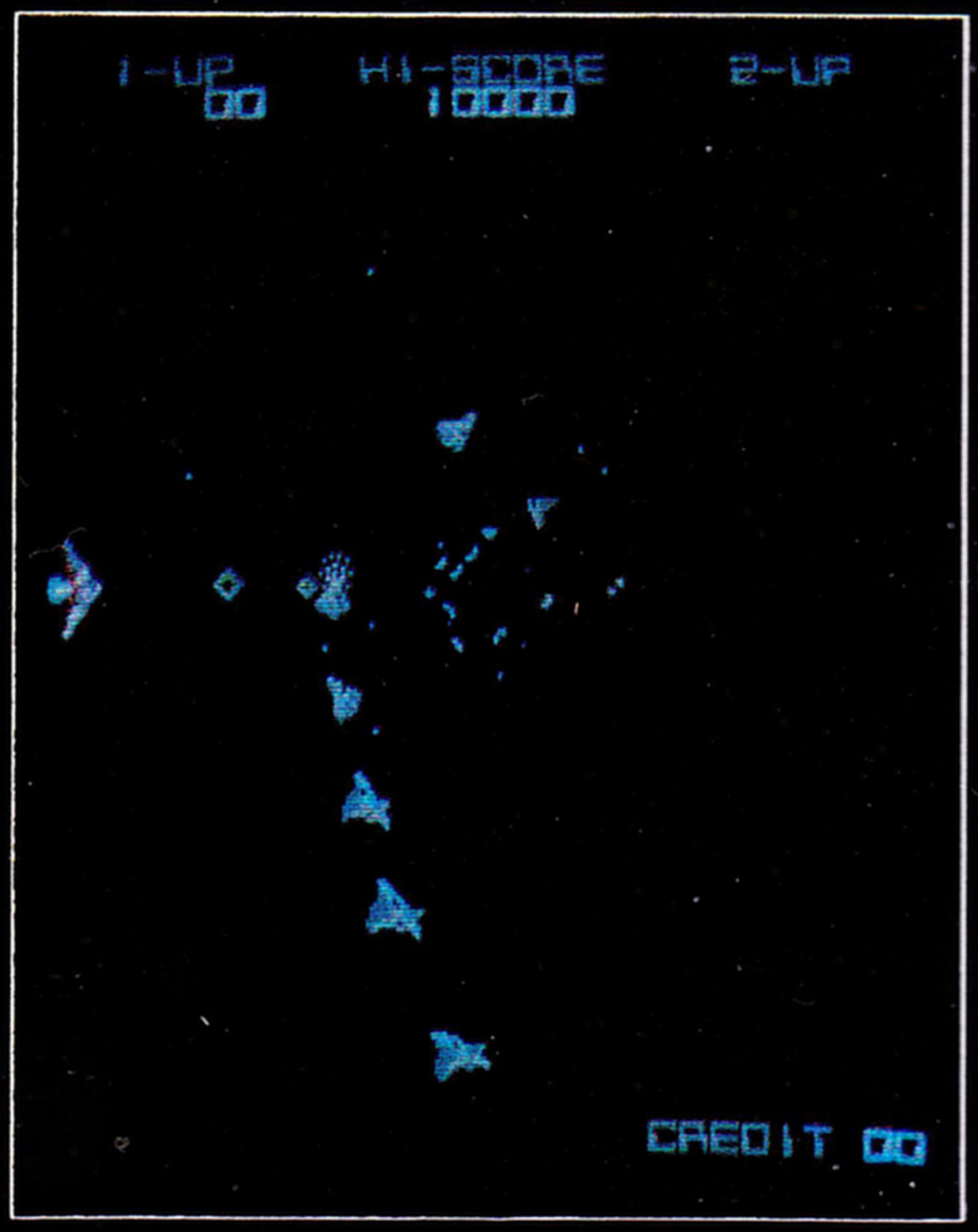


A BIT FURTHER

2,750,000,000 MILES FROM HOME



Your journey to Earth begins on the cold, dark, planet Neptune, almost 3-billion miles away. You are in command of the ship Gyruss™ through its journey and circular orbit of each planet.



The Adversary

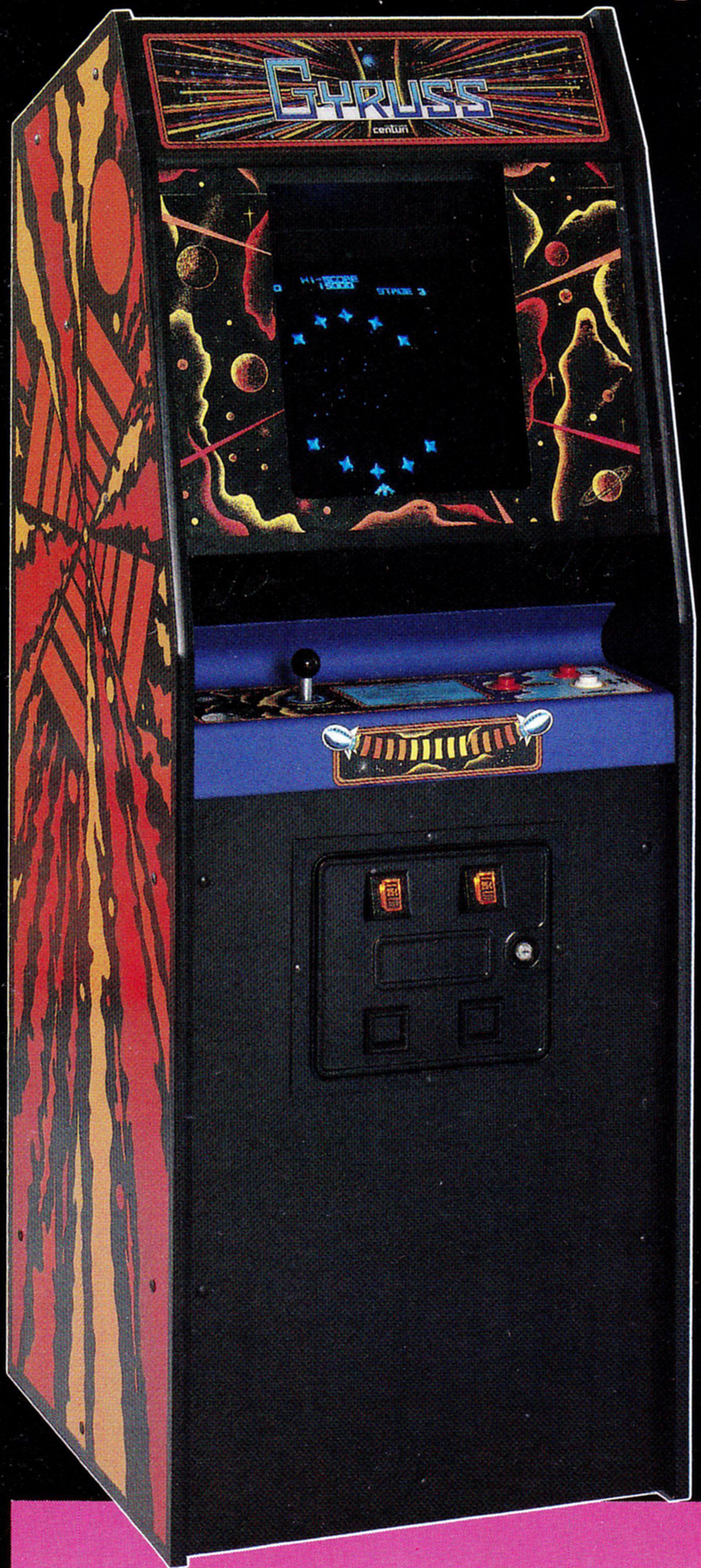
Exarsions, Petarions, Terarions & Gigarions, all members of the evil Ideoclan Empire stand ready to end your mission before it begins.

The Confrontation

A distant glow in the center of the universe emerges. . . the enemy attacks with interplanetary force. . . You fire away while moving through your orbital path. . .

Take a Chance

Every four stages you enter the chance stage where you are invulnerable to the powerless Zigmas and Dogmas. It's your chance to greatly increase your score.



23, Count'em, 23 Stages

From Neptune you soar to Uranus, Saturn, Jupiter, Mars and with luck (and a great deal of skill) you return safely to Earth. A total of 23 stages make up this dynamic game.

Everything You Ever Wanted In A Video Game

From A to Z, from Action to Zigmas, this game has it all. And let's not forget about quality, because we never do.

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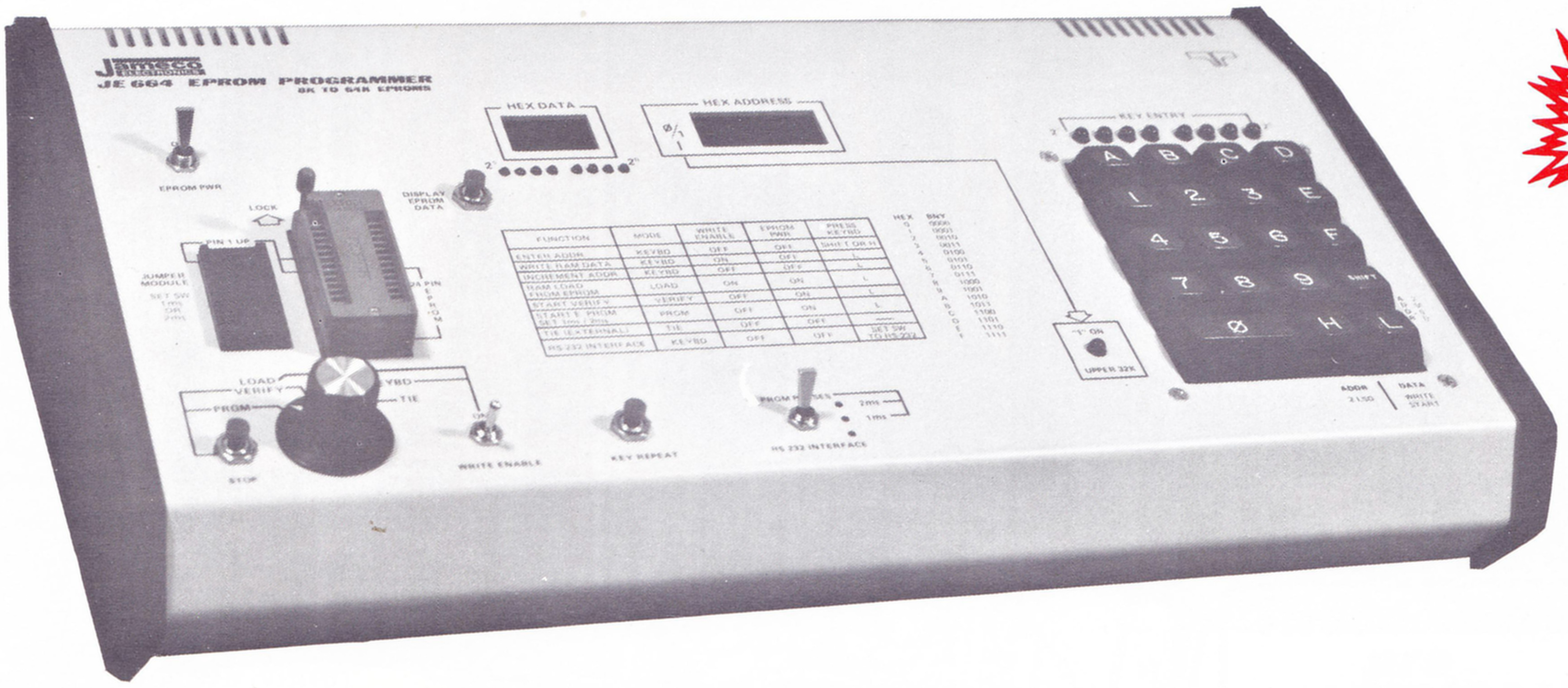
8K TO 64K EPROMS — 24 AND 28 PIN PACKAGES

COMPLETELY SELF-CONTAINED — REQUIRES NO ADDITIONAL SYSTEMS FOR OPERATION



NEW!

• Programs and validates EPROMs • Checks for properly erased EPROMs • Emulates PROMs or EPROMs • RS232C Computer Interface for editing and program loading • Loads data into RAM by keyboard • Changes data in RAM by keyboard • Loads RAM from an EPROM • Compares EPROMs for content differences • Copies EPROMs • Power Input: 115VAC, 60Hz, less than 10W power consumption • Enclosure: Color-coordinated, light tan panels with molded end pieces in mocha brown • Size: 15-5/8″L x 8¾″D x 3½″H • Weight: 5¾ lbs.

The JE664 EPROM Programmer emulates and programs various 8-Bit Word EPROMs from 8K to 64K-Bit memory capacity. Data can be entered into the JE664's internal 8K x 8-Bit RAM in three ways: (1) from a ROM or EPROM; (2) from an external computer via the optional JE665 RS232C BUS; (3) from its panel keyboard. The JE664's RAMs may be accessed for emulation purposes from the panel's test socket to an external microprocessor. In programming and emulation, the JE664 allows for examination, change and validation of program content. The JE664's RAMs can be programmed quickly to all "1"s (or any value), allowing unused addresses in the EPROM to be programmed later without necessity of "UV" erasing. The JE664 displays DATA and ADDRESS in convenient hexadecimal (alphanumeric) format. A "DISPLAY EPROM DATA" button changes the DATA readout from RAM word to EPROM word and is displayed in both hexadecimal and binary code. The front panel features a convenient operating guide. The JE664 Programmer includes one JM16A Jumper Module (as listed below).

JE664-A **EPROM Programmer** — Assembled & Tested (Includes JM16A Module) **$995.00**

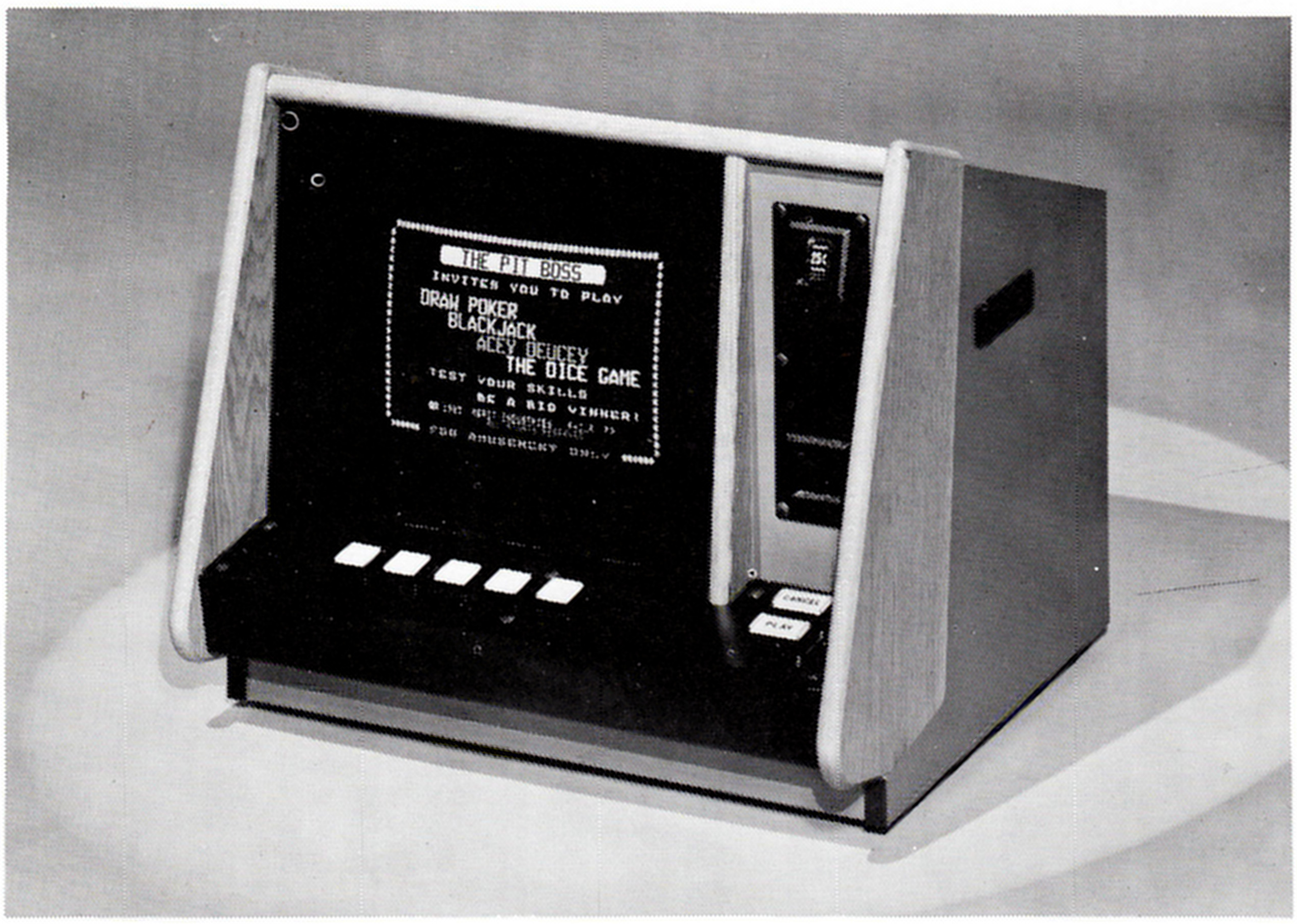
JE665 — RS232C INTERFACE OPTION — The JE665 RS232C Interface Option implements computer access to the JE664's RAM. A sample of software written in BASIC is provided for the TRS-80® Model I, Level II Computer. Baud rate: 9600. Word Length: 8 Bits — Odd Parity. Stop Bits: 2. This option may be readily adapted to other computers.

JE664-ARS **EPROM Programmer with JE665 Option** **$1195.00**
Assembled and Tested (Includes JM16A Module)

EPROM JUMPER MODULES — The JE664's JUMPER MODULE (Personality Module) is a plug-in Module that pre-sets the JE664 for the proper programming pulses to the EPROM and configures the EPROM socket connections for that particular EPROM.

JE664 EPROM JUMPER MODULE NO.	EPROM	EPROM MANUFACTURER	PRICE
JM08A	2708	AMD, Motorola, National, Intel, TI	$14.95
JM16A	2716, TMS2516(TI)	Intel, Motorola, National, NEC, TI	$14.95
JM16B	TMS2716 (3 Voltages)	Motorola, TI	$14.95
JM32A	TMS2532	Motorola, TI	$14.95
JM32B	2732	AMD, Fujitsu, NEC, Hitachi, Intel	$14.95
JM64A	MCM68764, MCM68L764	Motorola	$14.95
JM64B	2764	Intel	$14.95
JM64C	TMS2564	TI	$14.95

Merit Introduces Countertop Pit Boss



Merit Industries, Inc., Cheltenham, PA., has entered the adult video entertainment market in a big way, with a little countertop casino game called **The Pit Boss.**

The newest in a long line of video games produced by the Philadelpia area manufacturer, The Pit Boss was formally introduced at the AOE Show in Chicago this past April. "With its' innovative features, we were confident that The Pit Boss would be a winner," says **Peter Feuer, president** of the 6 year old firm, "We knew the market was out there, but had no idea interest would be this intense. We've had to replan all of our production projections, just to meet the initial demand."

The Pit Boss offers players a choice of 4 popular adult games; Poker, Blackjack, Craps or Acey Duecey. Operators can set the amount of games per coin and can also promote their location right on the full color 13" monitor. The graphics and effects are the most addvanced currently available in countertops, and Feuer feels that they are one of the key reasons The Pit Boss has been so well received. "Our graphics are far more sophisticated than other countertops," he says, "and that appeals to the market we're aiming for. In fact, the entire machine has been designed to fit into an atmosphere where adults will enjoy it and play it continuously. The fun and excitement of vivid colors, humorous callouts and the chance to become listed as a top scorer all add to the machine's adult appeal. Even the solid wood cabinetry was chosen to get away from the toy-like image we feel that plastic projects."

The Pit Boss is programmed for amusement only. It offers no replays, payouts or awards of any value.

Merit Industries has approached each state's gaming commission or control agency individually. "It was vitally important to establish The Pit Boss as a bona fide amusement game," states **Joe Furjanic, Merit's Director of Marketing,** "It was a time consuming project, but well worth the effort when approvals were granted from all over the country, supporting the concept of adult card playing machines for strictly entertainment."

Merit has initiated a major industry-wide advertising and publicity campaign promoting The Pit Boss. The game is already being shipped to their existing distributors nationwide and other distributorships are available. For more information, contact Merit Industries, Inc., Box 213, 630 Woodland Ave., Cheltenham, PA. 19012.

American Lock Company Developes New Security Cam Lock

AMERICAN LOCK COMPANY
U.S.A.

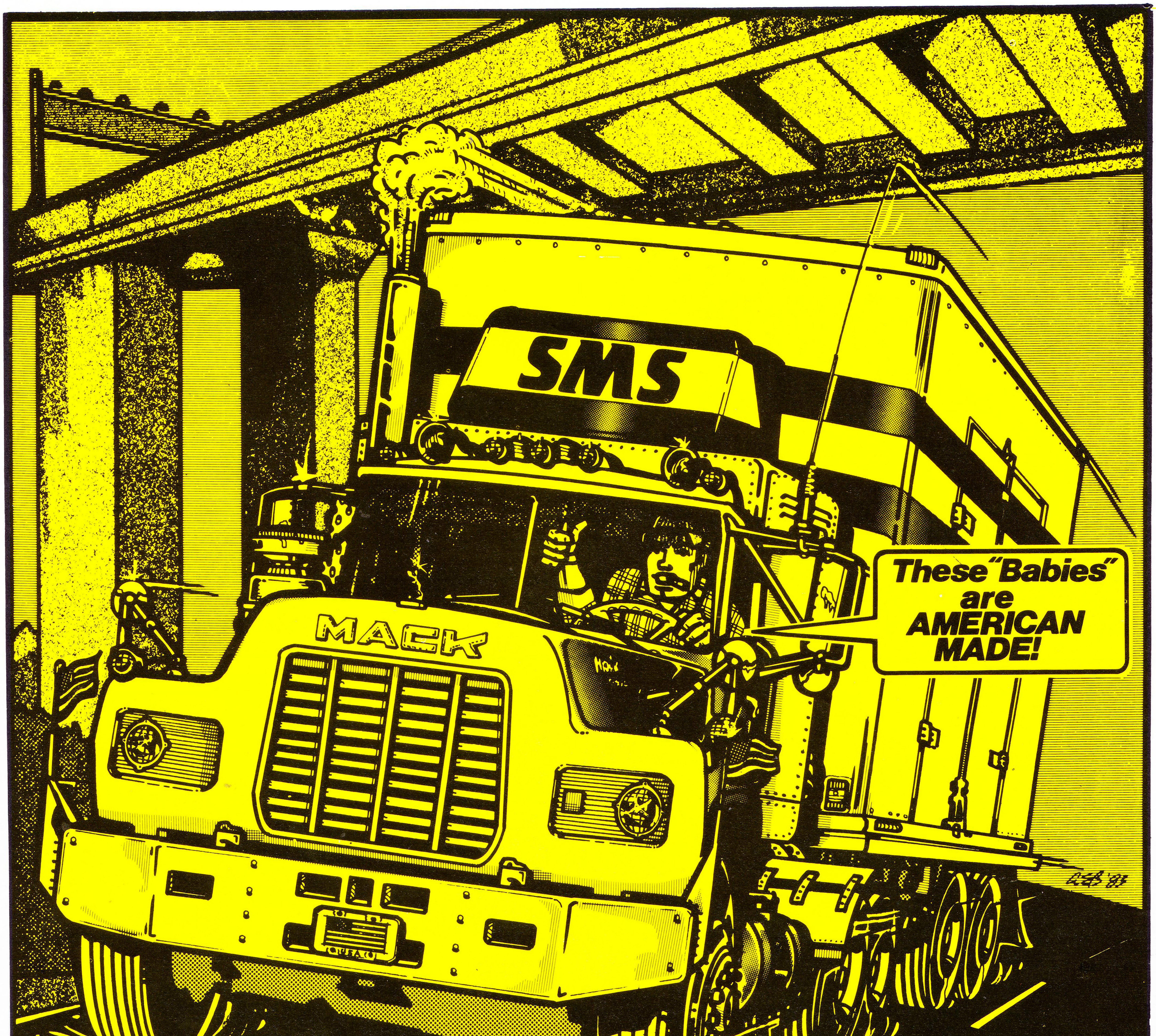
AMERICAN LOCK
CAM LOCK

A new, high-security, **tubular key Cam Lock** has been developed by **American Lock Company,** Crete, Illinois. This new Cam Lock is expected to have wide use in applications such as vending machines, arcade games, commercial laundry machines, electrical control boxes or anywhere good security is required.

This new Cam Lock, which is U.S. made, features a high-security, seven-pin tubular cylinder with a hardened steel, anti-drill security pin. The Cam Lock has a chrome plated body and solid brass cylinder and is available with 90° or 180° stops for almost any application. In addition, the American Lock Cam Lock has interchangeable cams for design versatility, has over 50,000 standard key changes and can be ordered keyed alike, keyed differently, master keyed or keyed to your current Chicago Lock Co. (Ace) System.

For more information contact:

Bill Walsh
AMERICAN LOCK COMPANY
3400 W. Exchange Road
Crete, IL 60417
(312) 534-2000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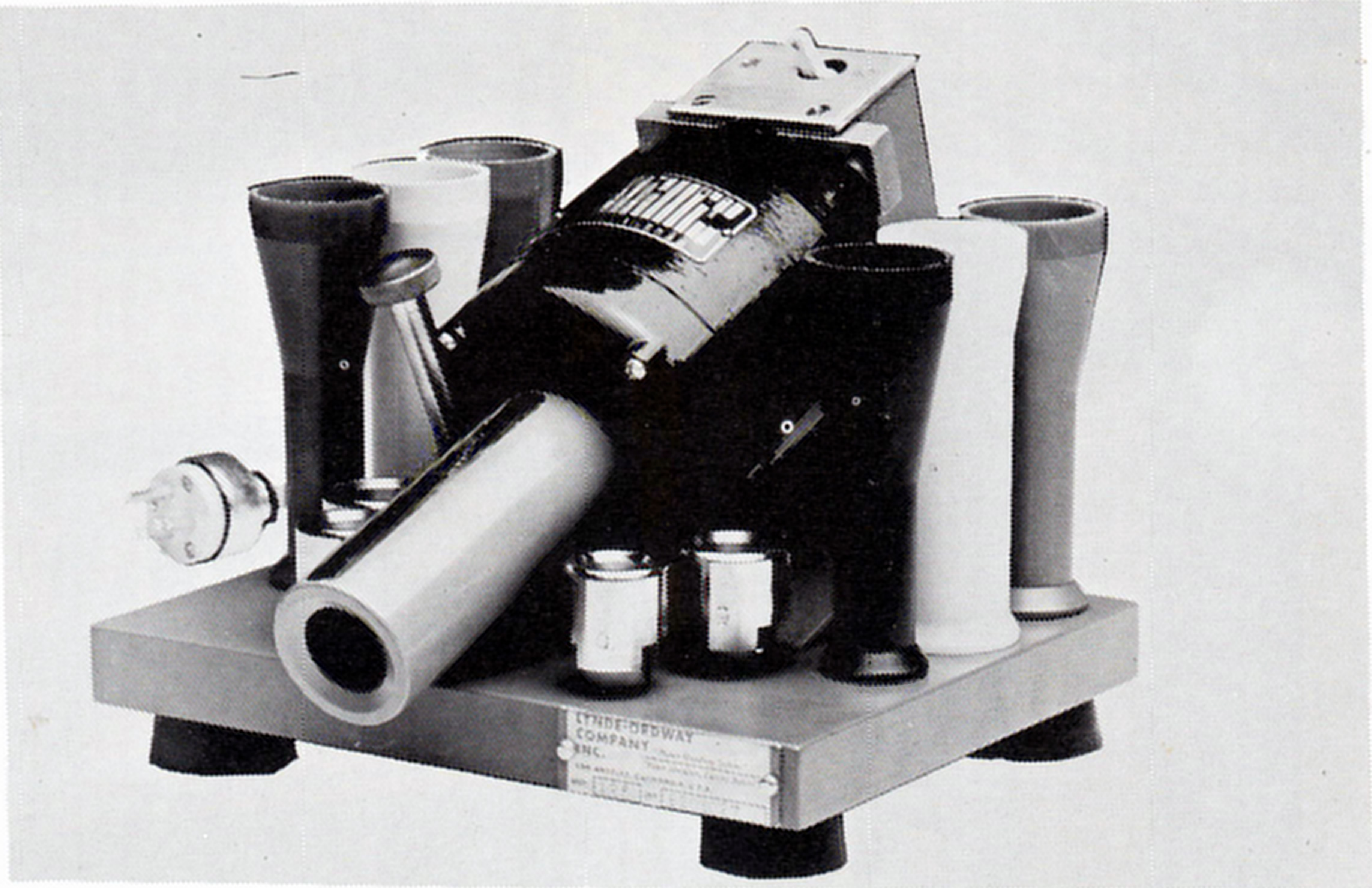
Lynde-Ordway Announces New Crimping Machine For Rolls Of Coins

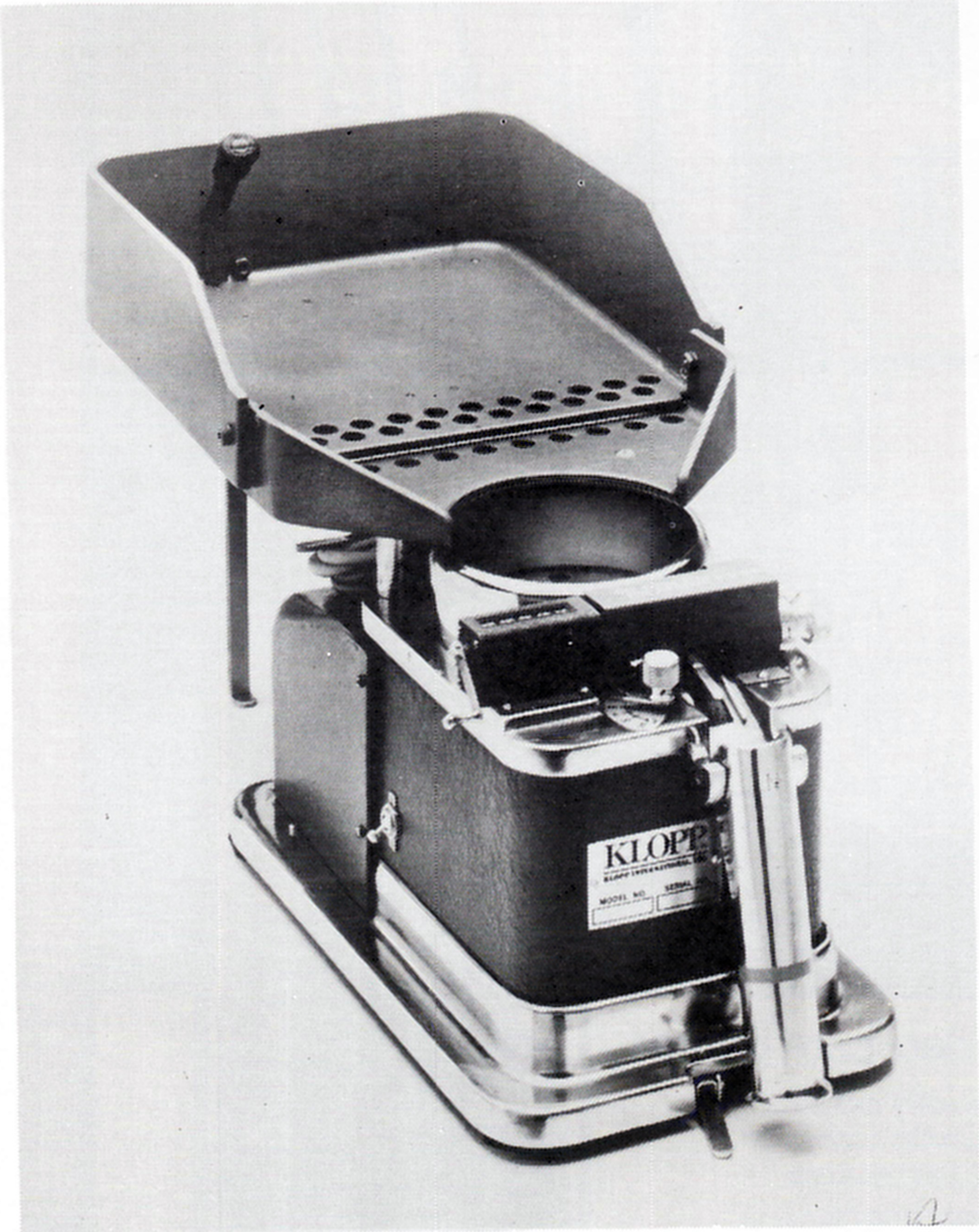
An innovative machine for **crimping wrapped rolls of coins** was announced by **Thomas Ordway, president of the Lynde-Ordway Company of Santa Ana, California.**

The Model 125 Crimper is an effective companion piece to any wrapping machine that utilizes shotgun shell or crimped tubular wrappers and can more than double coin wrapping production. It is complete with a heavy steel base, angle mounted motor, tube organizers and quickly interchangeable crimping heads for any sized coins.

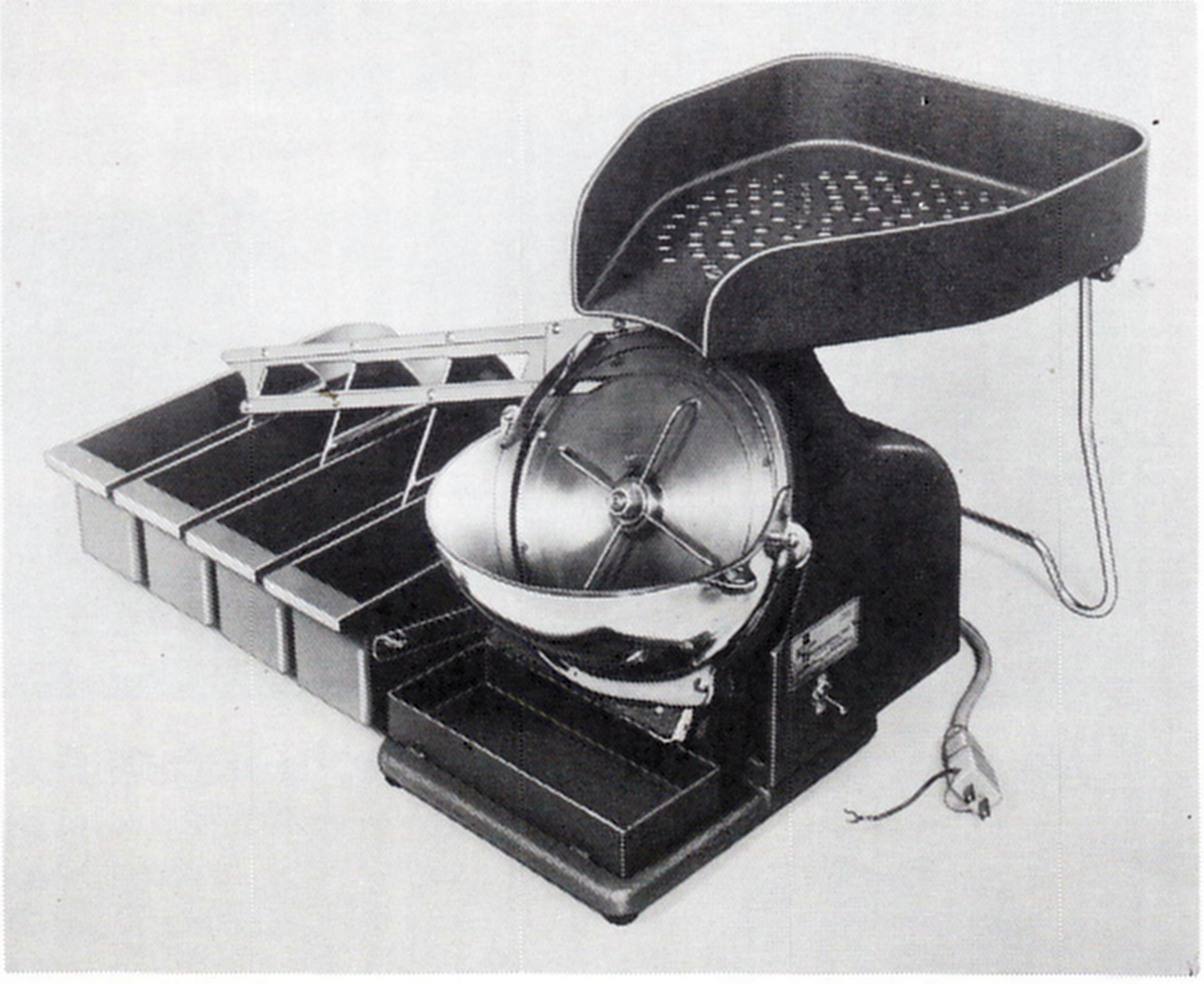
The Model 125 Crimper is one of a number of new products and systems high-lighting the company's expansion program. The Lynde-Ordway Company is a pioneer in the field of money handling equipment, with over half a century of experience as manufacturers and distributors of a diverse line of products.



Contact:
Lynde-Ordway Co.,
Santa Ana, Calif. 92704



Klopp Now Counts Coins And Tokens



Klopp coin counters now count both Canadian coins and the 4 most popular size tokens usded in the amusement and game industry. These are the .984, .900, .882 and .800. This quadruple token versatility was added to Klopp counters at no increase in the retail price.

Totally portable, Klopp's manual model weighs only 14 pounds and the electric model only 22 pounds. Both models can also be used as stationary counter-top units. Klopp counters sold in Canada are specially designed for Canadian coins and the rotating coin disc is chrome plated for extra hardness.

Model CM (manual) and CE (electric) counters, plus Klopp coin and token sorters, are available through leading Canadian distributors.

SGM

Screen Games Mfg. 1-416-678-2098
2565 Drew Road, Mississauga, Ontario, L4T 1G1, Canada
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DOUBLE UP

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Distributorship in some Provinces still available.

SGM

Screen Games Mfg. 1-416-678-2098

2565 Drew Road Mississauga, Ontario, Canada

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• Complete U/R no PC with Universal Harness	1299.00
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Offer good until Midnight Aug. 31st, 1983

- Complete line of Licenced PC-Boards available.

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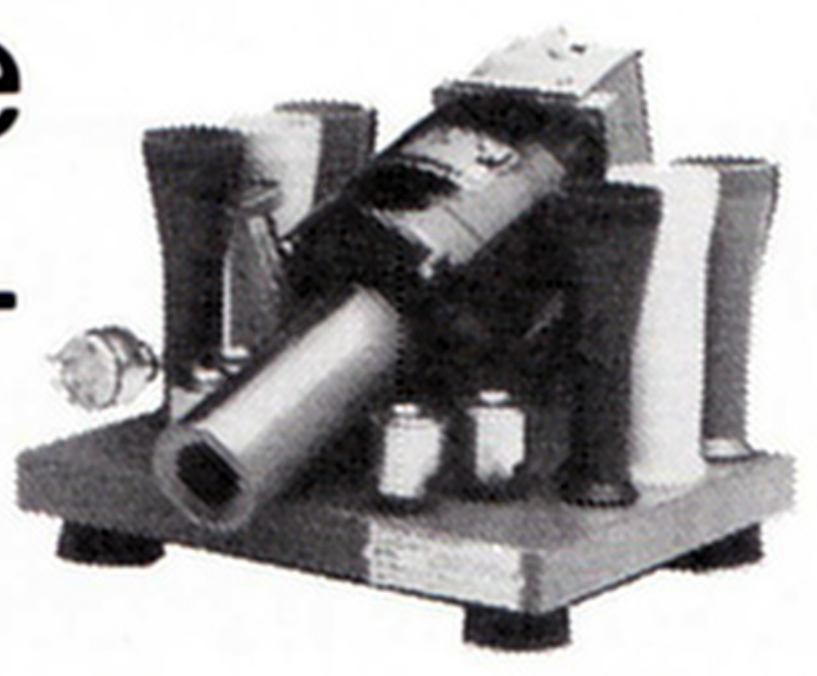
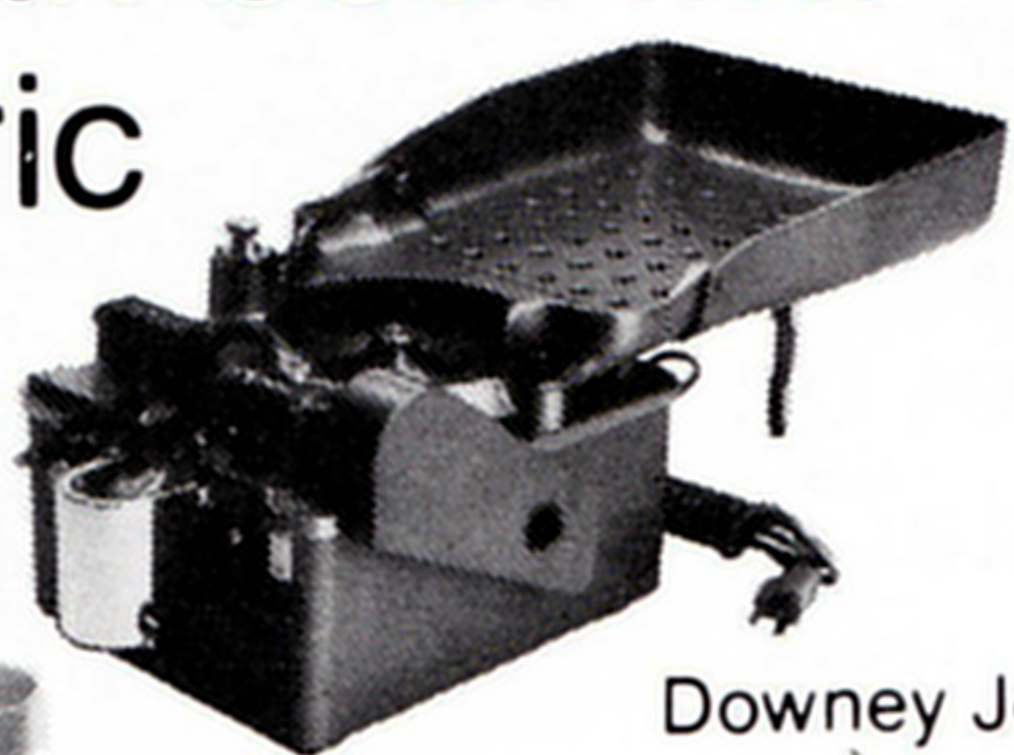
Downey-Johnson coin counters offer light-weight, portable convenience in both manual and electric models. Accurate dependability without window dressing...economy you can count on. You get solid metal construction and fast delivery with reliable service.

Lynde-Ordway coin counters and sorters are available in light-weight desk and portable models with top quality construction and long trouble-free life. There are a number of options to cover almost any money-handling need and save you both time and money.

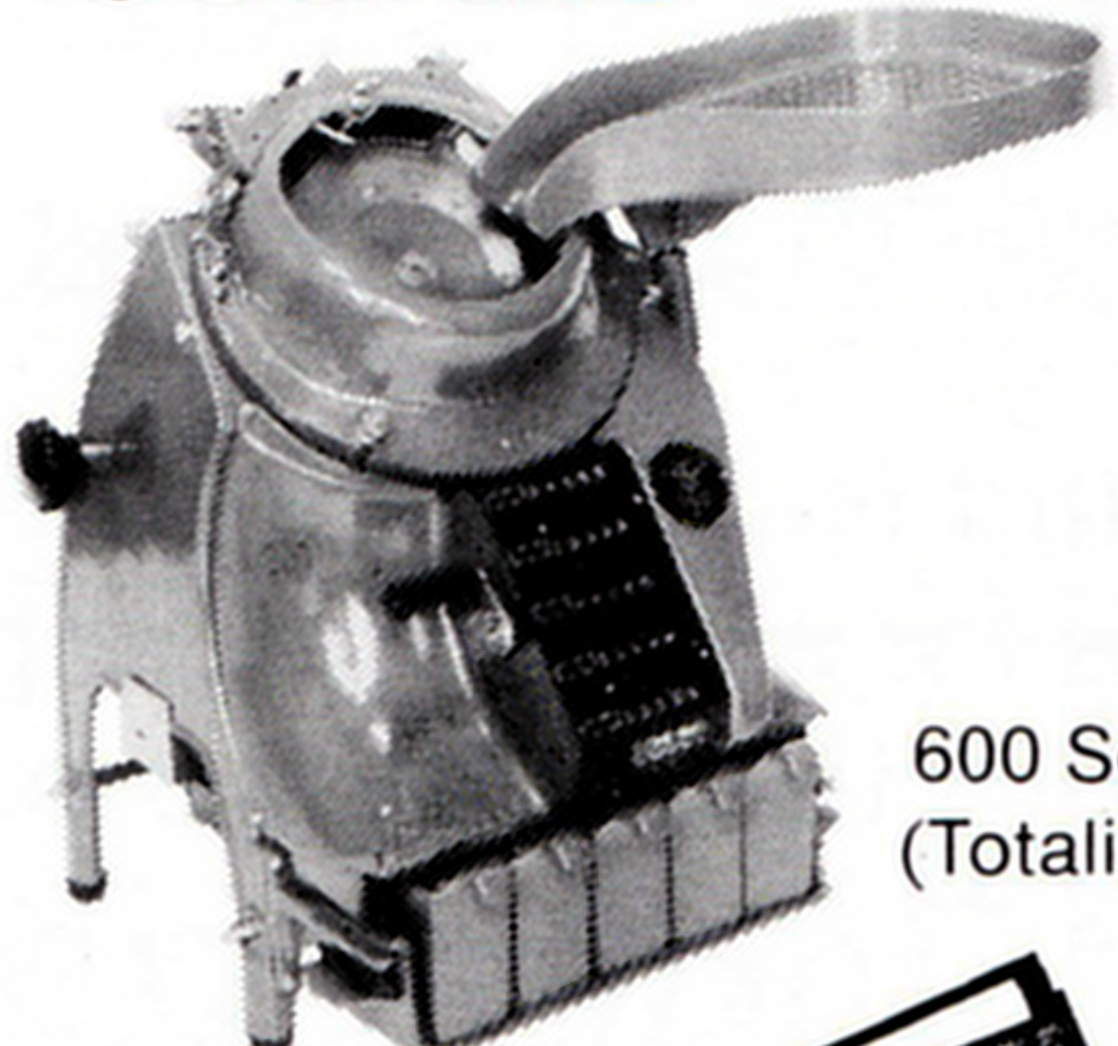
Built in the U.S.A. with pride and quality and backed by more than a half century of integrity.



Krimper



Downey Johnson Electric



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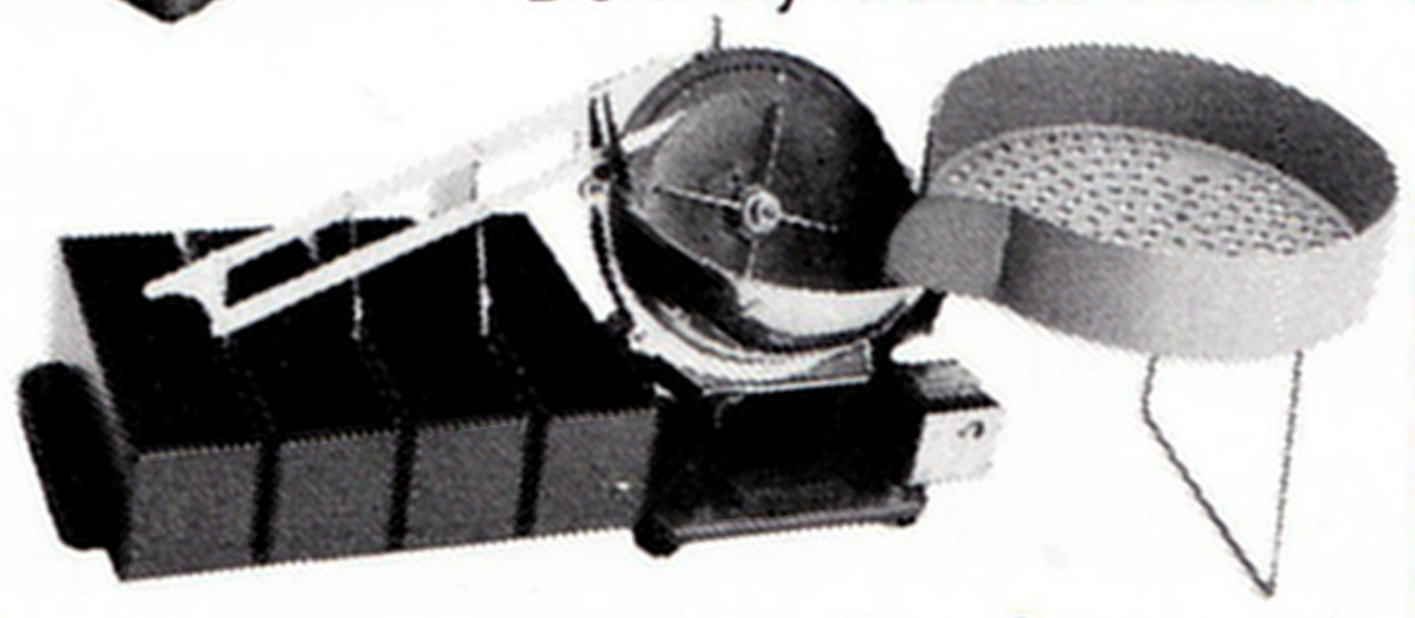

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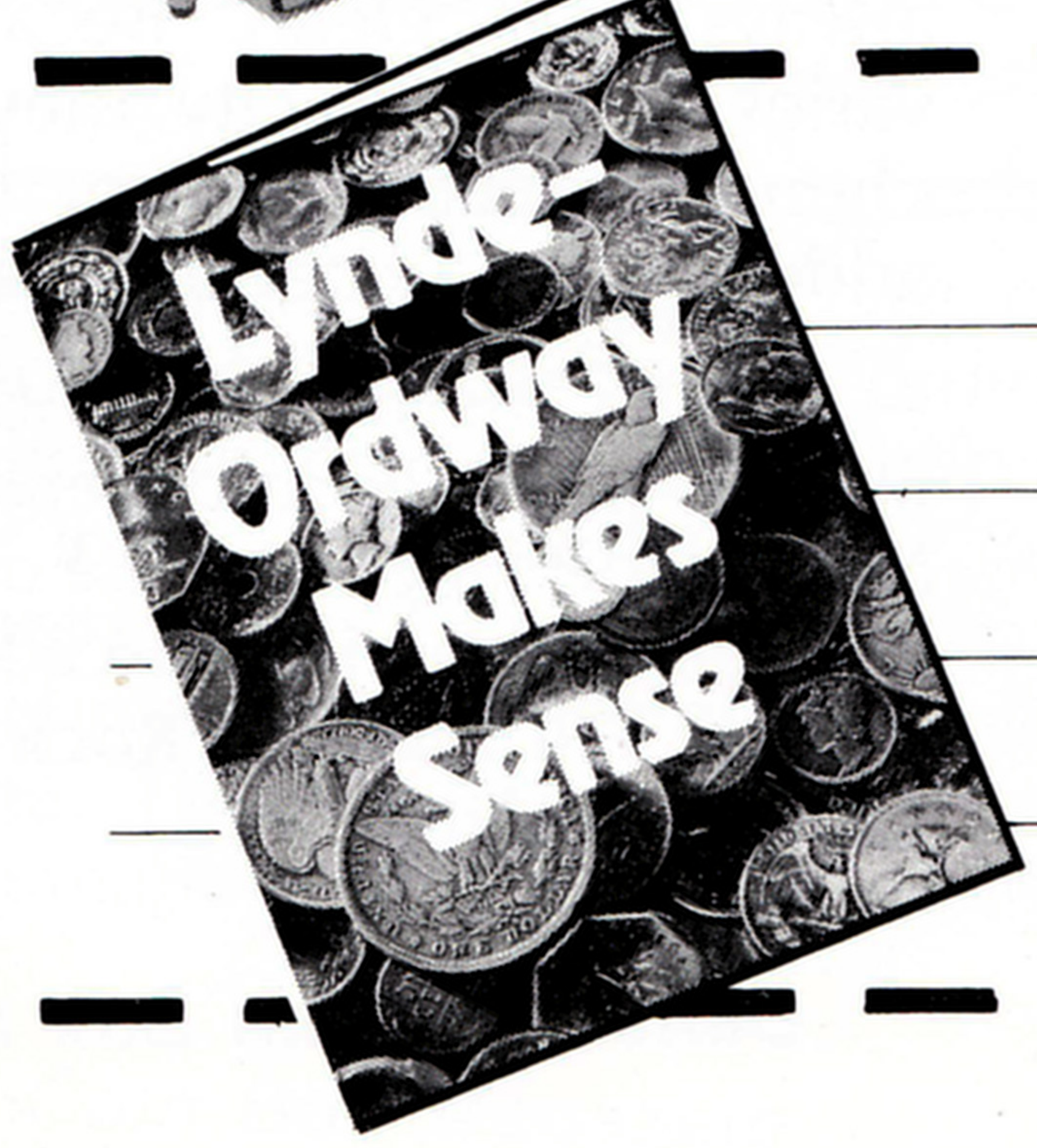


Front Line

From TAITO

Front Line's realism extends from exciting graphics to realistic sound effects and includes sequences that will make players feel like General Patton.

You will feel like an army recruitment officer when your players volunteer for combat on **Front Line, Taito America's** action war game.

Traversing enemy territory, the player must accomplish the ultimate mission or meet a violent end: capture the enemy fort and win total victory.

The journey begins slowly with the player armed with a gun (special "Gun" control) and hand grenades. Quickly he becomes a target for enemy soldiers who also have guns and grenades. Moving faster, he races past trees that hide the enemy who now unleash an ambush barrage of bullets and bombs. Even the ground he races over has been booby-trapped with land mines!

The battle rages on all fronts as the player fights for his life, racing for cover behind brick walls while outrunning grenades thrown by soldiers in foxholes. It's all-out war when the player jumps from his tank into a larger one with greater firepower.

If the player successfully makes it through this deadly obstacle course, he meets an even greater challenge . . . the enemy is attacking with tanks! His gun now useless, the player can stand and fight with grenades or leap into his own tank (special "Tank" button) and counterattack.

Now comes the final test of victory as the enemy's fort looms in sight. The player must leap from the tank and run through a hail of bullets to throw one final grenade. The white flag heralds total victory!

Front Line measures 67″ × 24″ × 30″. For more information, contact factory distributors or **Taito America Corporation, 1256 Estes Avenue, Elk Grove Village, Illinois, 60007, 312/981-1000.**

"Super Rider" By Venture Line

SUPER RIDER
SUPER RIDER

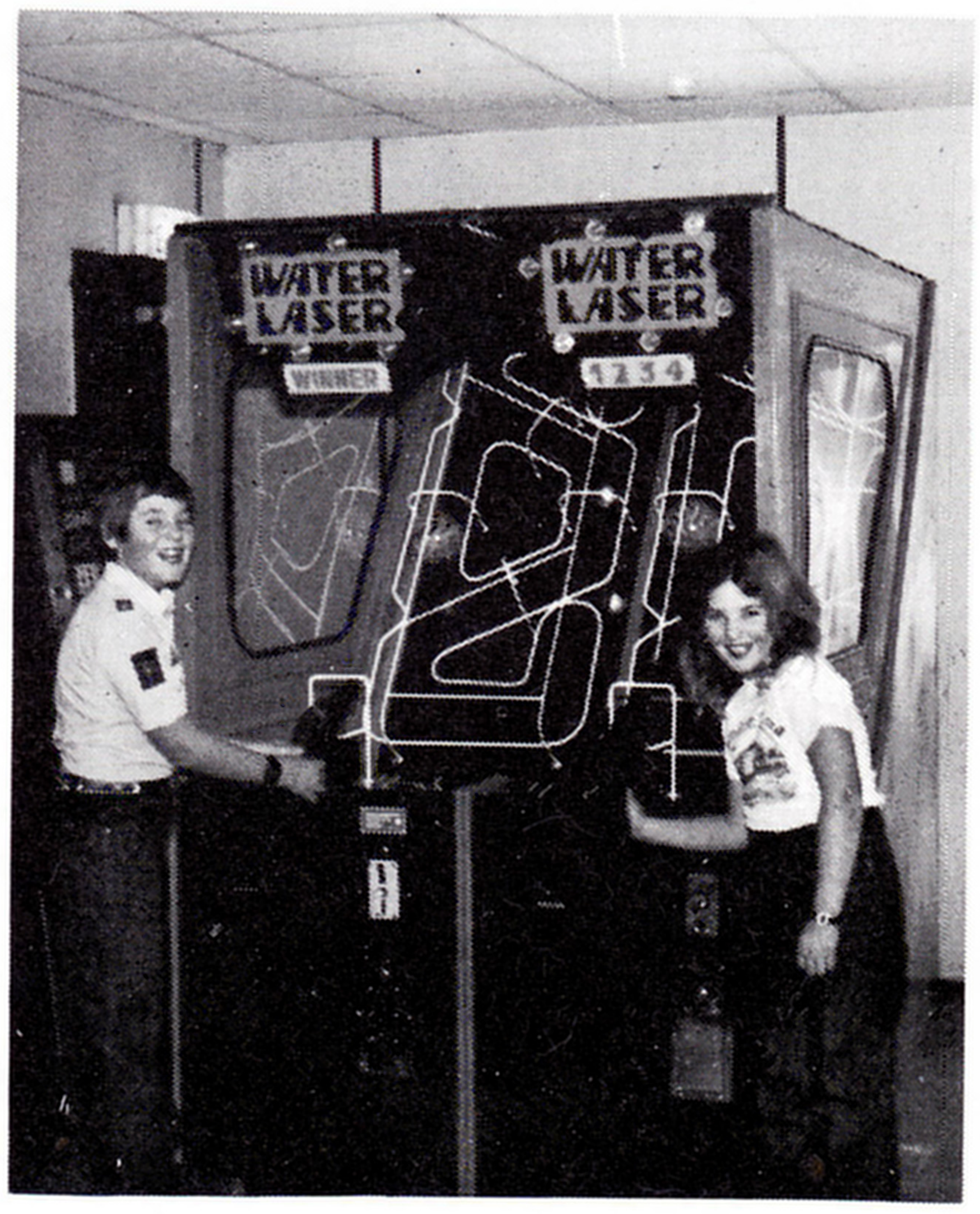
Venture Line, Inc., has announced that it has been licensed exclusively by **Taito of Japan** and G.G.I. Corp. (also of Japan) to manufacture and market a new video called **'Super Rider.'**

Sitting astride a supercharged dirt bike, the player's Super Rider takes on the ultimate motorcycle obstacle course. Quickly entering the course, Super Rider is soon leaping over giant boulders, pickup trucks, police cars and various other obstructions. He is also required to go through several loop-the-loops, as well as find a safe and sane way through the course.

"Based on our field testing and reports from satisfied customers, 'Super Rider' looks like one of our strongest games to date," said, **Dave Goldner,** Venture Line's Director of Marketing.

More information on the new video is available by contacting Venture Line at 3731 E. LaSalle, Phoenix, AZ 85040; 602/243-6289.

"Water Lasers" By American Arcade Specialty



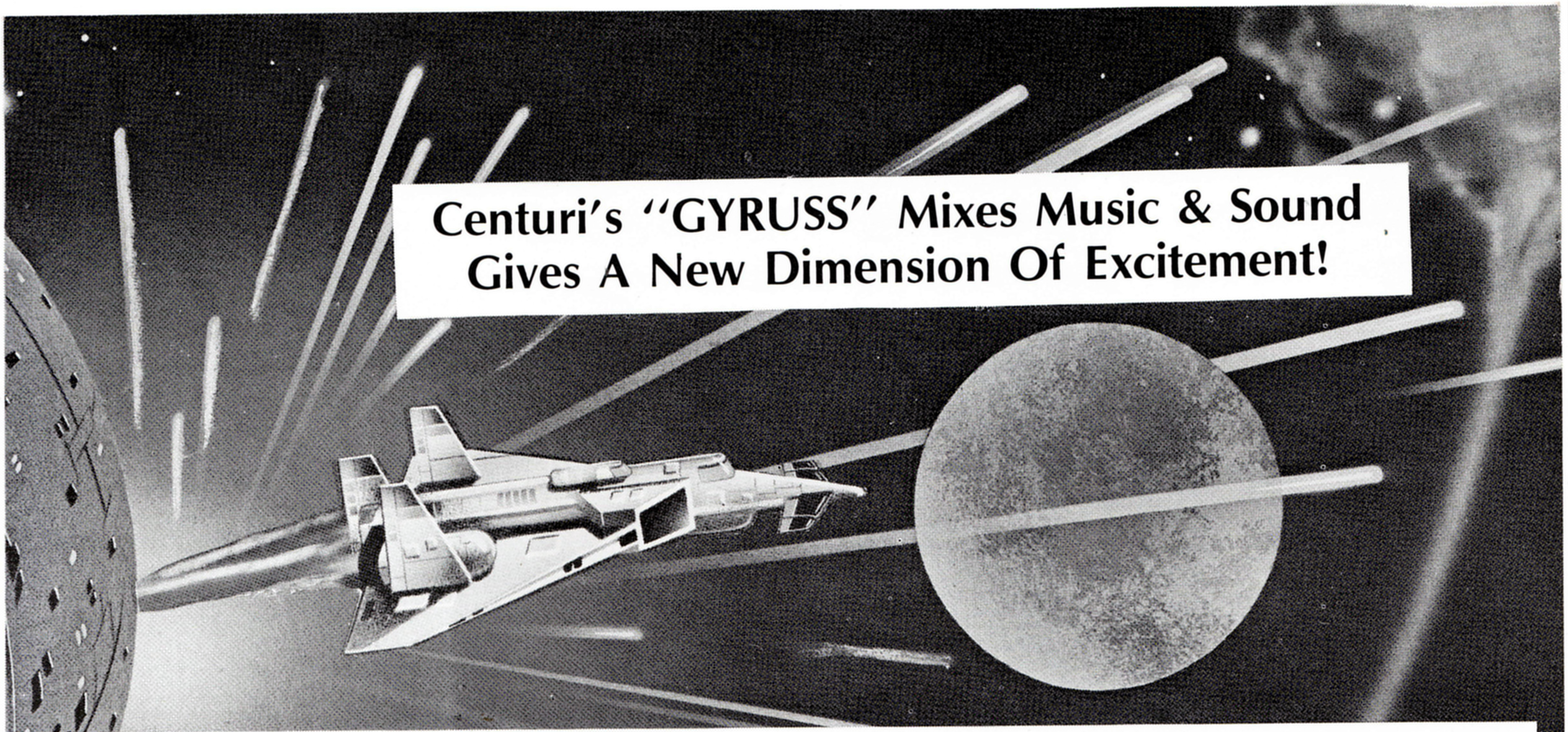
American Arcade Specialty Co. has introduced yet another arcade attraction, their new unibody, nonleaking **'Water Laser,'** which is available in either single or multiple units.

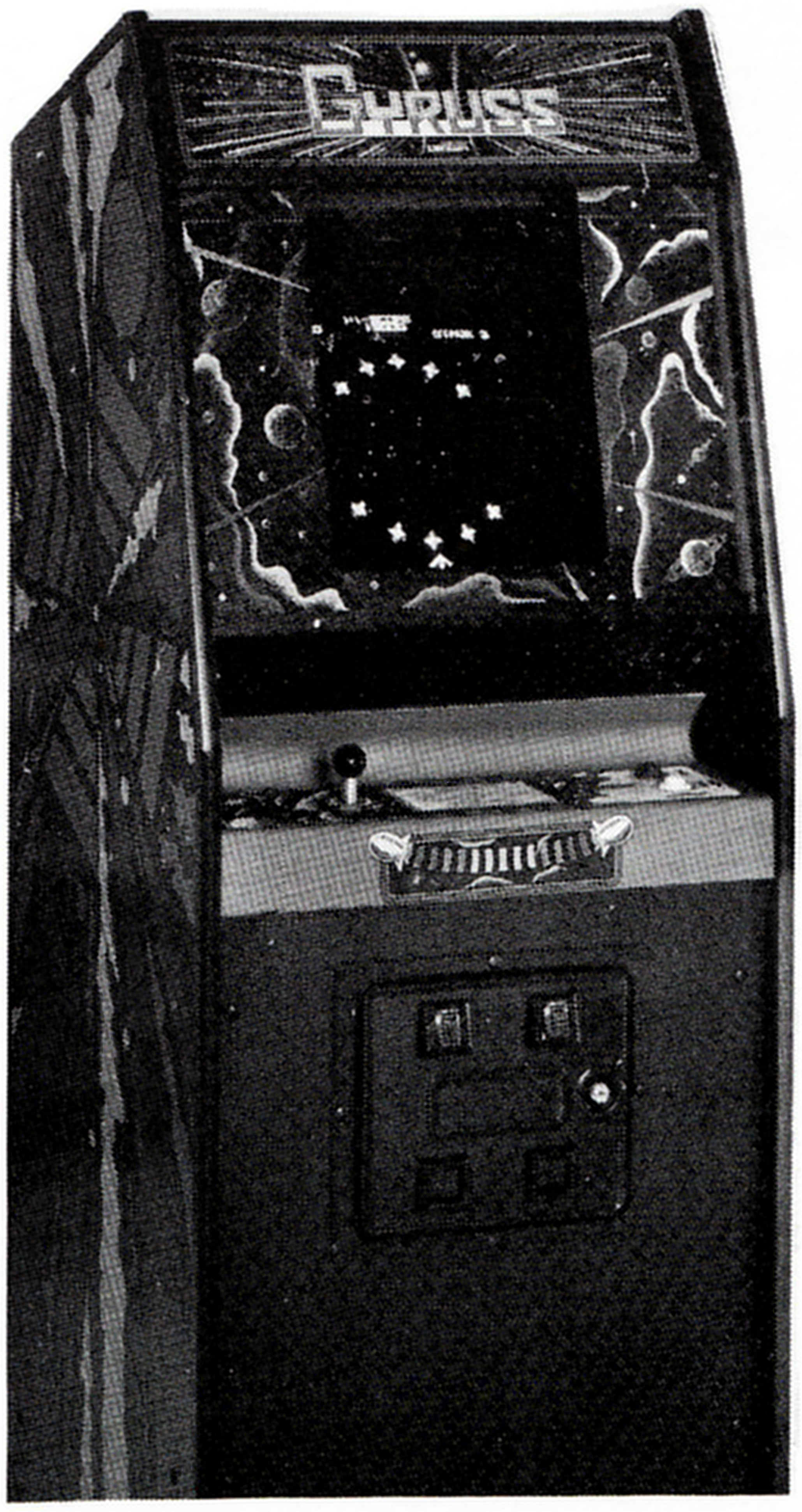
The object of the game is for the player to drive the ball up the maze to a hole at the end by using a stream of water. When this is done, the player hears the game's sound effects and is rewarded with either points or tickets (depending on how the machine is set up). The game is adjustable with easy, medium or hard targets.

American Arcade says the operator fills the game up with two buckets of water and is set for months — there is no need for a water hookup. The company adds that as the game is played, the water is aerated and therefore always stays clean. Because water varies from city to city, they also have chemical neutralizer kits that can be added to the water if necessary.

'Water Lasers' measures 6′ long × 2′ wide × 6′ high and weighs 220 lbs. More information may be obtained by contacting: **American Arcade Specialty Co., at 524 2nd St., Rock Island, IL 61201; 309/788-2962.**

Centuri's "GYRUSS" Mixes Music & Sound Gives A New Dimension Of Excitement!





Centuri, Inc. announced it began shipping its initial sample order of **Gyruss, a multi-stage video space adventure,** the week of May 16.

The announcement was made by **Centuri president Arnold Kaminkow.** Kaminkow indicated this is one of the largest sample orders ever produced in the company's history.

Gyruss is being manufactured under license from **Kanomi Industry Company, Inc. of Japan.**

"Clearly one of the smash hits of the recent Amusement Operators Expo in Chicago, Gyruss has the potential to become one of the all-time great coin-operated video games ever produced," said Kaminkow. "Distributors and operators who saw the game in Chicago will be extremely pleased with the final product," Kaminkow said. "We've improved on what many felt was an absolutely perfect game."

The player begins his 23-stage adventure on the cold dark planet Neptune, almost 3 billion miles from Earth. His progression through these stages bring him closer to home.

"The extraordinary game theme and graphics are further enhanced by a remarkable original musical score," Kaminkow added. A computer-generated version of a classical music theme has been programmed into Gyruss and is synchronized with the game play.

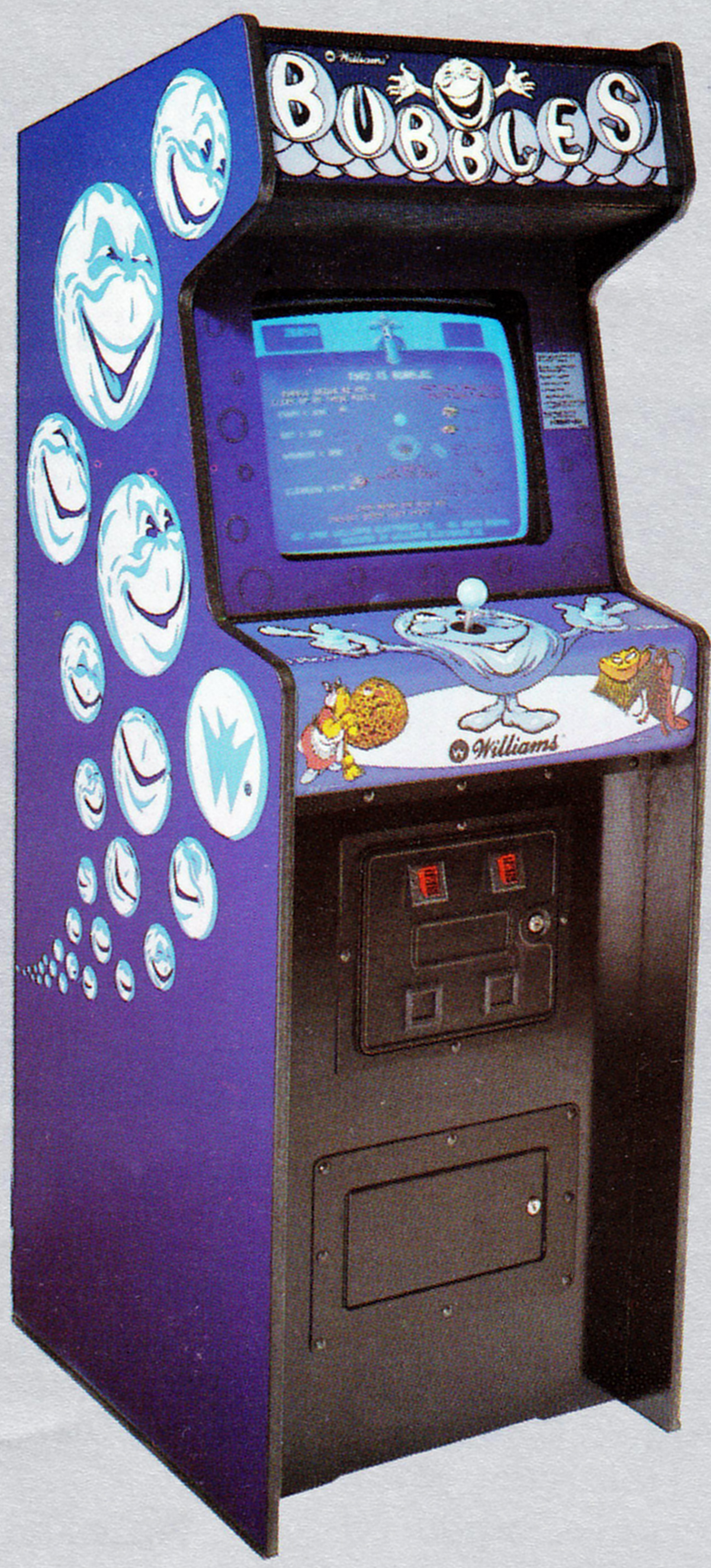
"This innovative feature of mixing music and sound with the game play," Kaminkow said, "is an industry first, and one we expect will be imitated.

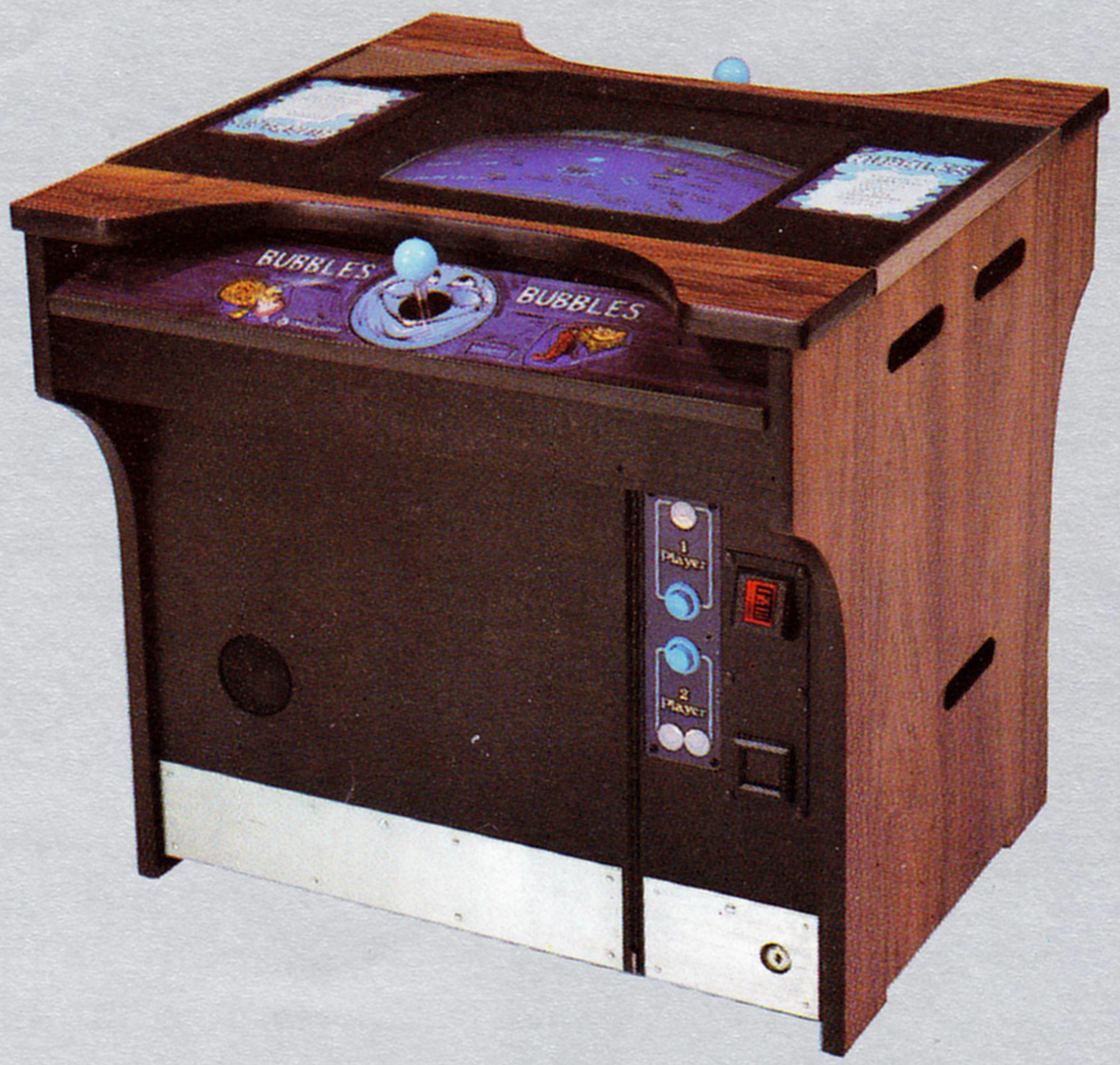
According to Kaminkow, Gyruss will be produced in both upright and cocktail table models. "Both models will feature new cabinet designs," Kaminkow said. "The upright model places the monitor in greater proximity to the player, while the cocktail table version features a complete new design that includes a full-size, 19-inch monitor.

Centuri, Inc. is a diversified manufacturer of high technology video games and distributor of sporting goods.

Gottlieb Pinball Games Conversion Kits To Be Available In Great Britain

In Great Britain you can purchase conversion kits from Gottlieb for its Pinball Games. According to British Gottlieb dealers the conversions will be applicable to two new machines introduced into England "Royal Flush Deluxe" and "Super Orbit". They have also stated that conversion games will make new ones of these at half the price of a new game. This action on the part of the well known American manufacturer would appear to be in response to pleas from the British industry to do something about prices. In this respect the British pound which has lost about a third of its value against the American dollar over the past two years has considerable in common with the Canadian dollar which currently, runs around 4/5 of the value of the American dollar pushing up prices of U.S. made products purchased in Canada.

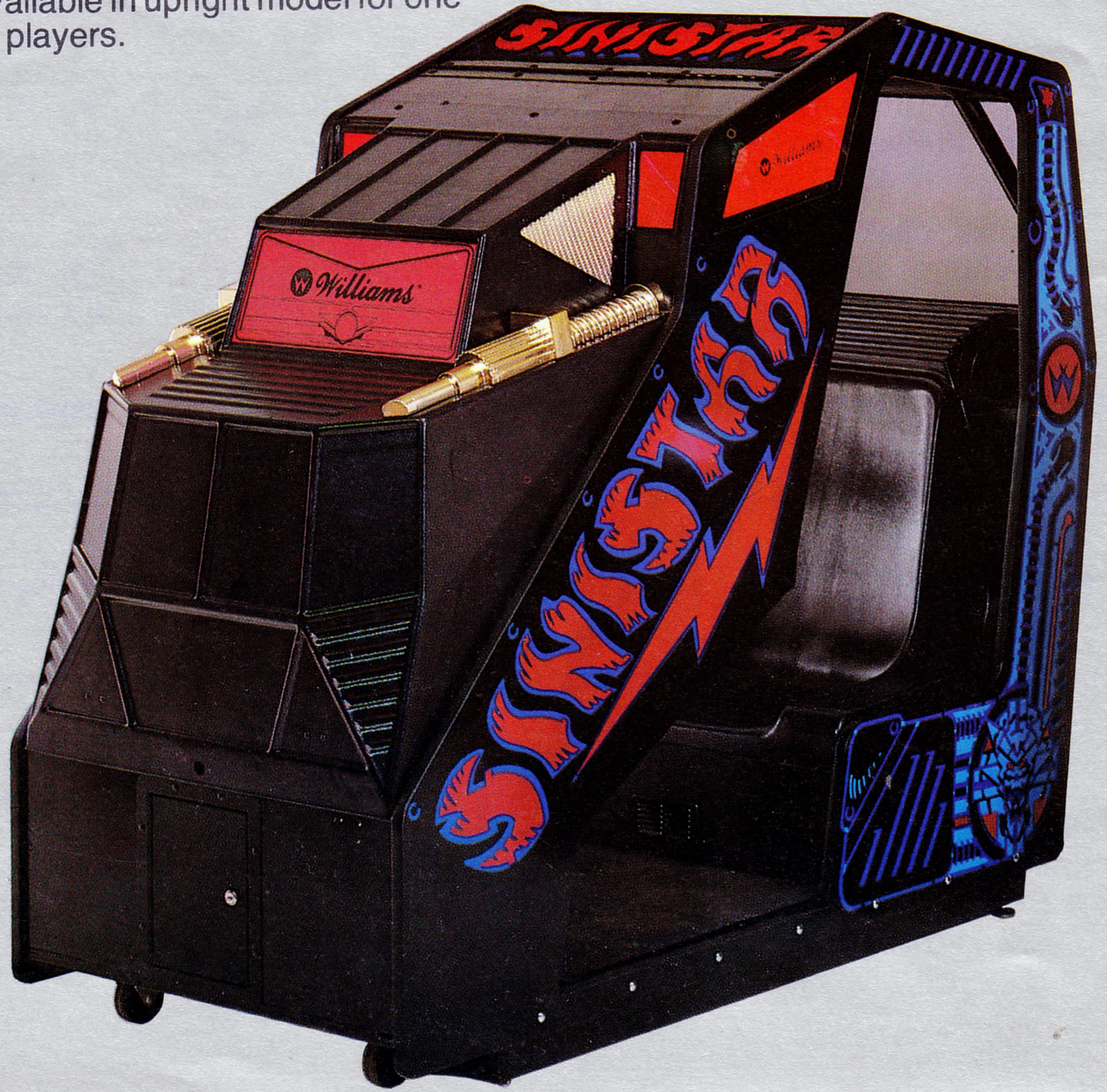

Williams
BUBBLES
Williams

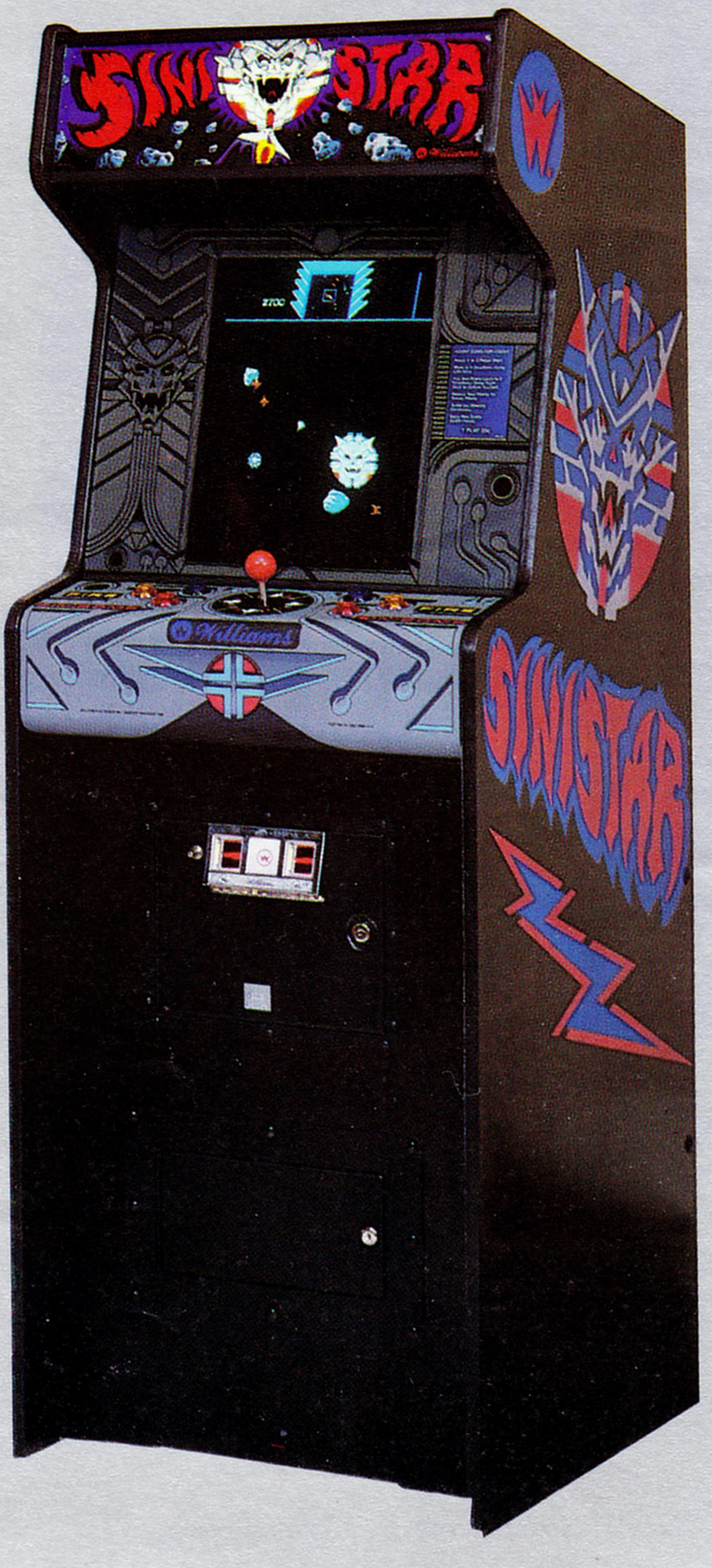

BUBBLES
BUBBLES

With its lively cartoon animation in the unusual setting of a kitchen sink, BUBBLES is good, clean fun for one or two players in upright or cocktail.

SINISTAR is a high-intensity game of speed and strategy featuring head-to-head battle with "Sinistar," the most awesome adversary ever faced. With its exclusive 49-way joystick, and enemy that actually speaks, SINISTAR takes the player to new heights of excitement in single-seater cockpit with traditional 50¢ play. It's also available in upright model for one or two players.

No one else excites


SINISTAR
Williams
Williams
SINISTAR


SINISTAR
Williams
Williams
SINISTAR

Set within the framework of a mythological fantasy world, JOUST pin provides one or two players all the thrills of the video hit of the same name. And when two players compete, there's twice the excitement—and twice the profit potential!

JOUST
Williams

As exclusive producers of shuffle alleys, only Williams can provide sensations like BIG STRIKE to bowl over up to six players at once.

players in such numbers!

Only Williams Electronics can provide you spectacular games to thrill millions of players one by one . . . or two, three, four, five, even six at a time!

Bright minds, innovations and creativity have made our games some of the most popular and profitable in the industry. In fact, no other source can match our record for producing hit after hit.

Any way you look at the numbers, you can count on winning with Williams!

Williams® ELECTRONICS, INC.

3401 N. California Ave., Chicago, IL 60618

TIME FANTASY
Williams

One to four players can enjoy the thrills of good, old-fashioned pinball with TIME FANTASY. The simplicity of the playfield assures reliable operation . . . and the simplicity of play is drawing traditional video fans in droves!

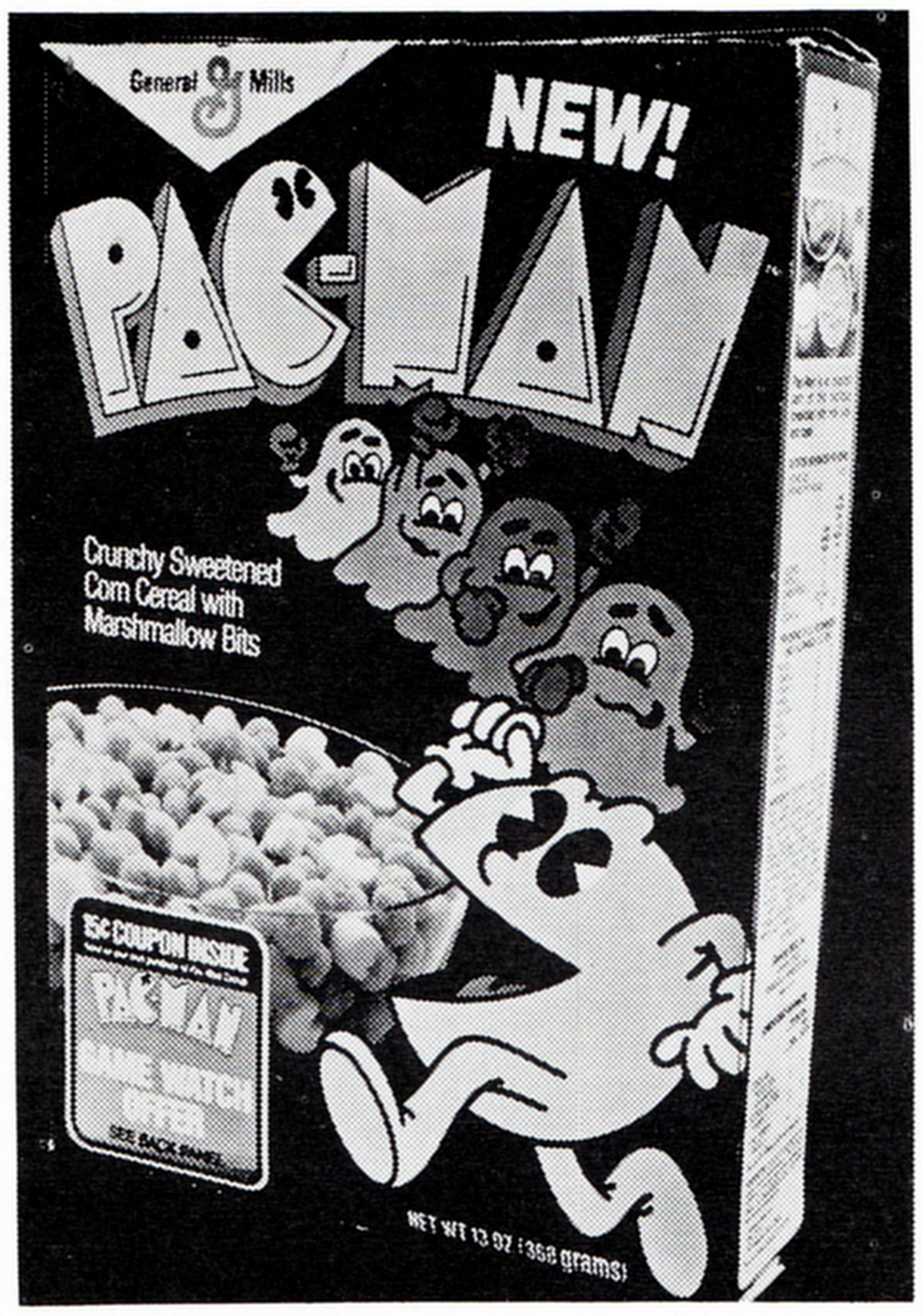
© 1983, WILLIAMS ELECTRONICS, INC.

General Mills' PAC-MAN Cereal Joins Bally Midway's Licensing Family

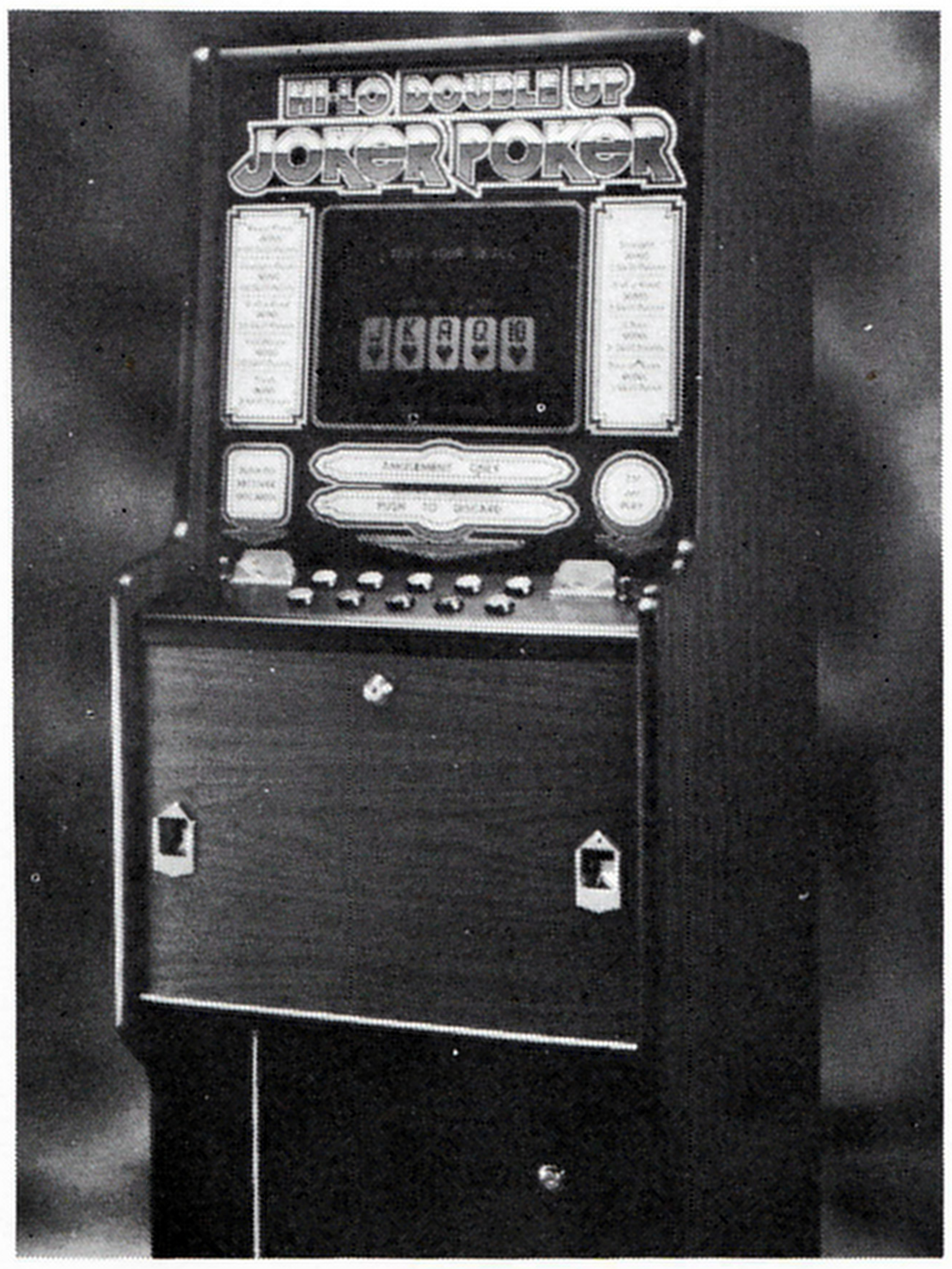
Bally Midway is proud to welcome an exciting new addition to its growing family of licensees: **PAC-MAN CEREAL from General Mills' Big "G" Division!**

PAC-MAN CEREAL is our first licensed main-meal food product and we're sure that it's going to become a breakfast favorite with children all over America! It will be available in supermarkets everywhere in June.

The New York advertising agency, Dancer Fitzgerald Sample, is implementing a multi-million dollar campaign to run on child network and child spot television in late July in support of the new cereal. This will help keep Pac-Man in front of the consumer and give him the exposure he needs to ensure a long and happy life.



Zap Proof Game By Kramer Mfg.



M. Kramer Mfg. Co., says that enterprising video game cheats have discovered that with the type of static gun made to clean records they can make ordinary adult amusement video machines give free games or credits. The static gun can also disrupt accounting totals. In addition, on some games they can get the same effect by jiggling the plug at just the right moment. But with the introduction of their Kramer game 'Model 3000,' the firm says that has all changed.

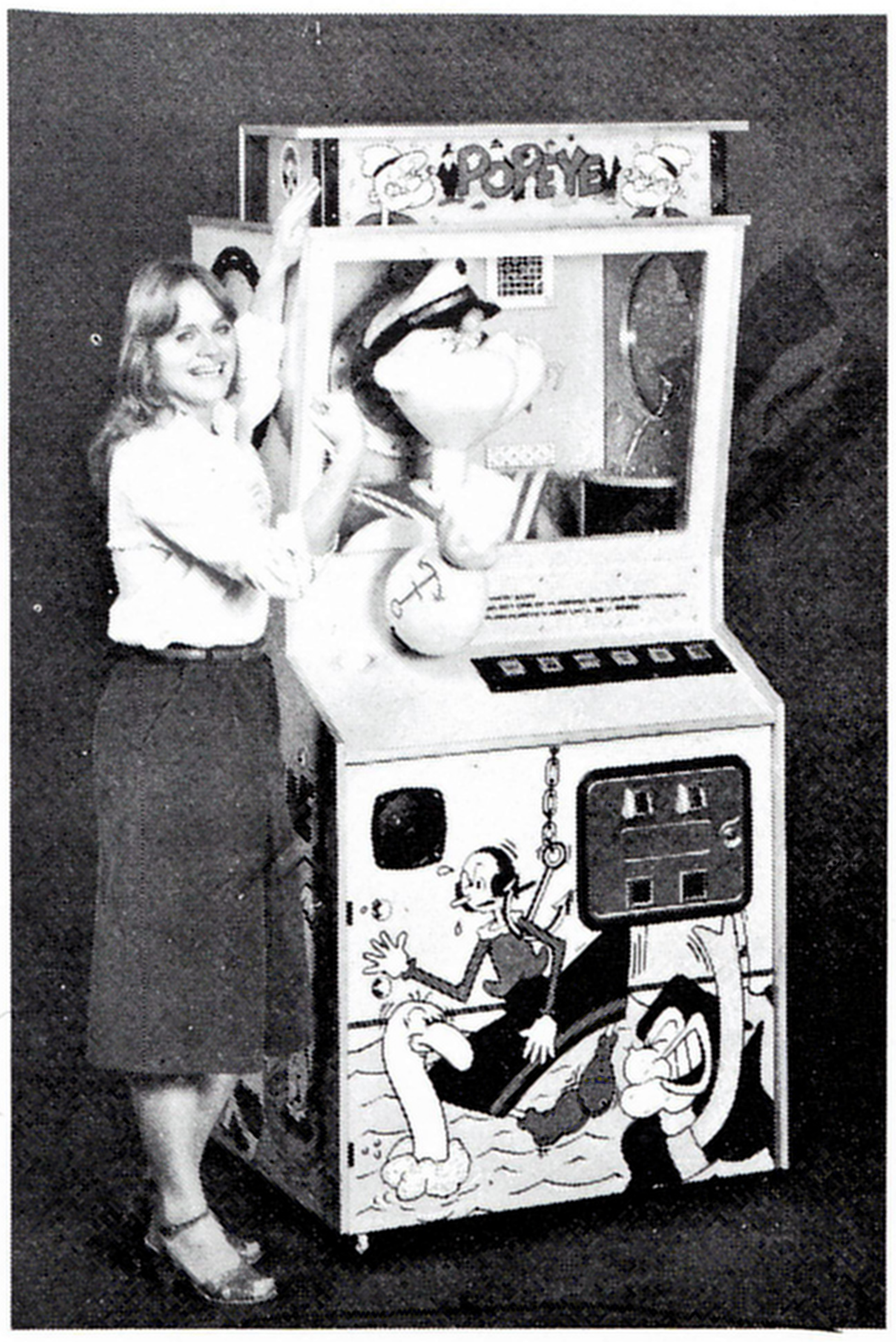
Kramer has announced that this game, their newest adult amusement video game, incorporates specially designed circuitry that senses a sudden power surge or loss and activates a 15-second audible alarm, then throws the game into "tilt." A "call attendant" message is also displayed.

"**The 'Model 3000'** incorporates the advanced features that operators and players alike requested," stated **Jerry Dooley, Kramer's General Manager,** "Our in-house research, design and engineering staffs have come up with a totally redesigned adult amusement game that is virtually cheat-proof. We think the 'Model 3000' is a giant step forward for our industry."

The 'Model 3000's' new dual coin entry system with two coin inserts and off-set coin chutes makes it string-proof, according to the firm. In addition, it features an improved color monitor, new graphics, new card design and casino-style instructions to speed play. There is also a kick-proof cash door, new cabinet security and design, a new variable volume control and a black or blue screen color option. Kramer says the 'Model 3000' accounting system is error-free, unaffected by power surge or brownout and that the memory is protected against accidental loss. (By changing one chip, the 'Model 3000' can be converted to other games as well.)

Like all Kramergames, the 'Model 3000' is backed up by a six week, no-risk, money-back guarantee and a six month warranty. For more information, **contact M. Kramer Mfg., 1100 Towbin Ave., Lakewood, NJ 08701;**

American Arcade Specialty's 'Popeye Arm Wrestler'



American Arcade Specialty Co. of Rock Island, Ill. has announced the availability of the new **'Popeye Arm Wrestler' novelty game.** The company says the unit is a great attraction for people of all ages and that it even helps promote itself — when the piece is not in use, Popeye's head turns from side to side as he challenges passers-by.

When the player puts in his coin, the strength button lights up and flashes on and off until a selection has been made, while Popeye turns and looks his opponent right in the eye. While the arm wrestling is going on, Popeye spouts off to add to the fun (he has about 20 different statements in all). If the player is weaker than the comic character he is apt to say, "Yer weaker than Olive Oyl!" (The firm notes that his voice can be adapted to any language.)

The unit measures 28" deep × 33" wide × 70-1/2" high and weighs 450 lbs. More information on the 'Popeye Arm Wrestler' may be obtained by contacting American Arcade Specialty Co., at 542 2nd St., Rock Island, IL 61201; 309/788-2962.

HOMER'S ODYSSEY
Kingsport Racquetball & Handball Club
DISCOUNT CARD
video fun card
Cowboys
EVERYTHING VIDEO
MEMBER NO
Waltham Camera & Stereo
CLUB CARD
WFMS
OFFICIAL
RADIOCARD
FM 95.5

Club Cards Now In Small Quantity And With Quick Delivery

Business Builders now offers plastic membership cards with only 100 minimum quantity and rush 1 week production time if needed. "Many operators had requested smaller quantities or were trying to meet a special date to start their player clubs, so I found a supplier who could meet their demand, explained **Carol Kantor,** promotion specialist.

The plastic membership cards are an excellent quality, 2-1/8"×3-3/8" 30 gauge plastic and are printed using a silk screen process. The cards come in many colors of plastic and can be printed in any standard color. The cards can be embossed with consecutive numbers or can be individualized with their special prepaid embossing service. This service arranges for the factory to keep your cards on file when you send in the personalization information within 1 week, they will send you the cards with up to 3 lines of embossed copy. This special service is prepaid and therefore once you pay for the cards there are no additional charges. The factory pays postage and handling to get your personalized cards to you. This extra service can make your club cards even more exclusive.

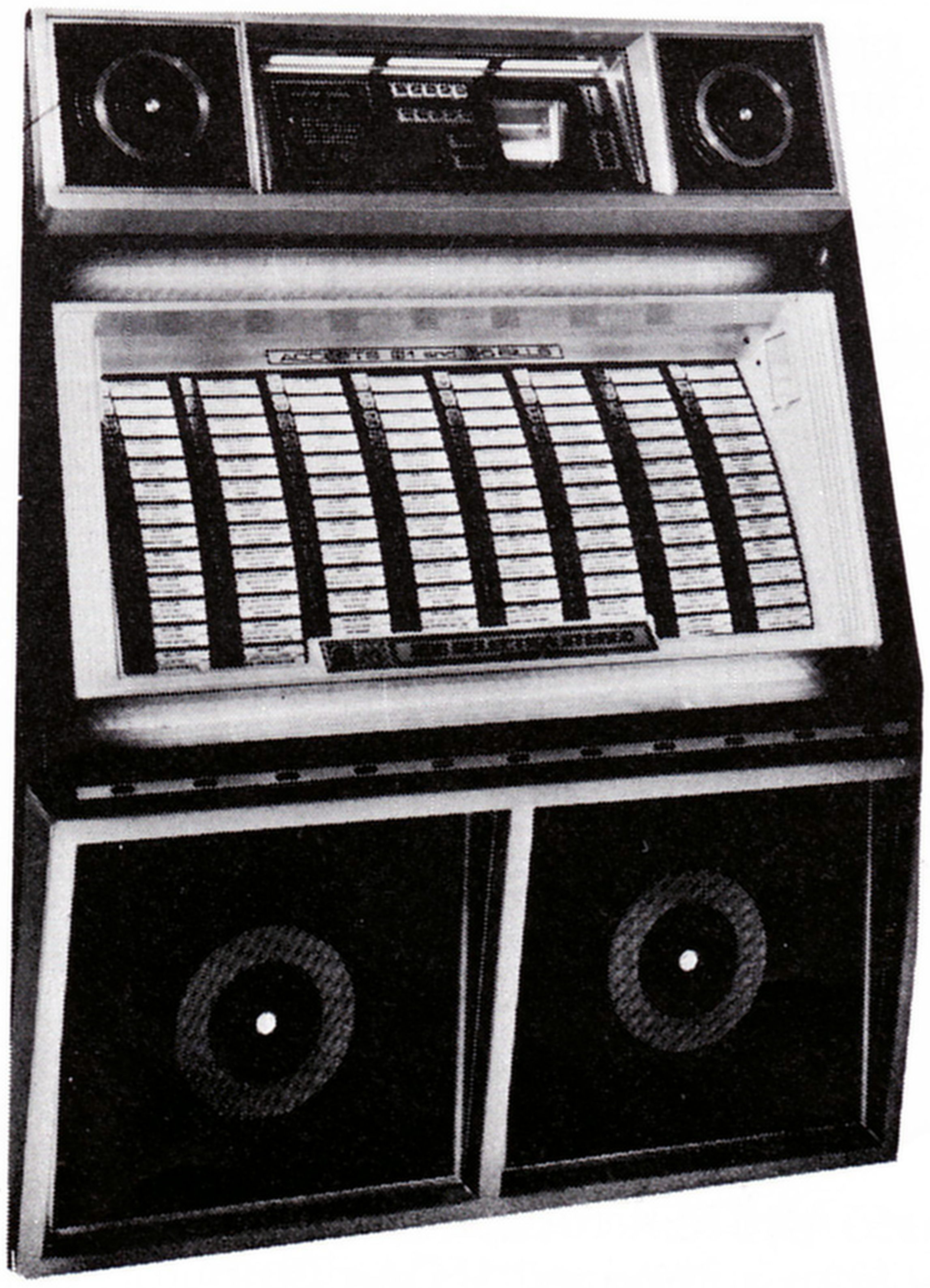
Clubs Designed Around Free Plays Per Week Most Popular

"Player Clubs are one of the most effective ways to build customer loyalty," noted Ms. Kantor. "There are so many different ways to run a club, but all of them require some type of special identification for members. Plastic cards are practical, efficient and give the membership a higher perceived value." Clubs designed around free plays per week are the most popular type. However, more and more organizations are starting daily privilege clubs and special contest clubs.

The new cards have the advantage of low quantity and fast turnaround, however, the cost is somewhat higher than the printed plastic cards. The lower priced printed cards are still available with 1,000 minimum quantity and 6 to 8 weeks lead time for production. The printed plastic cards are still the most economical for those who can use the higher quantity and don't mind the longer lead time. The "quick" cards have another advantage, the factory will make a sample card at no charge so you can see what the card will look like. To get this sample card, send your logo and a rough sketch of what you want the card to look like to:

Carol Kantor
Business Builders
10381 S. De Anza Blvd.
Suite 209
Cupertino, CA 95014
(408) 446-4400

Rowe Intros Two New Phonos



The **Sapphire 7** phonograph and the **Golden 7** phonograph are two models in production in the Rowe R-87 series.

The 200-selection *Sapphire 7* phonograph is one of the latest from Rowe — with the look of the '80s and the sound to go with it. This black phonograph has contrasting electric blue and chrome trim.

Sapphire 7 reproduces tonal quality and total musical fidelity through large lower bass speakers and matching upper mid-range-high speakers. A sophisticated central control computer, easy-to-change pricing, expanded credit levels, built in Autoplay and Memorec units, plus an optional $1 and $5 bill acceptor are some of the many reasons **Sapphire 7** can be sound advice for anyone looking for consistent performance.

"Golden 7" Has Central Control Computer

Golden 7, a 200-selection phonograph features a rich candlelit hickory finish trimmed with orange and gold. Tonal quality and true musical fidelity emanate from its large, lower bass and matching upper mid-range-high speakers.

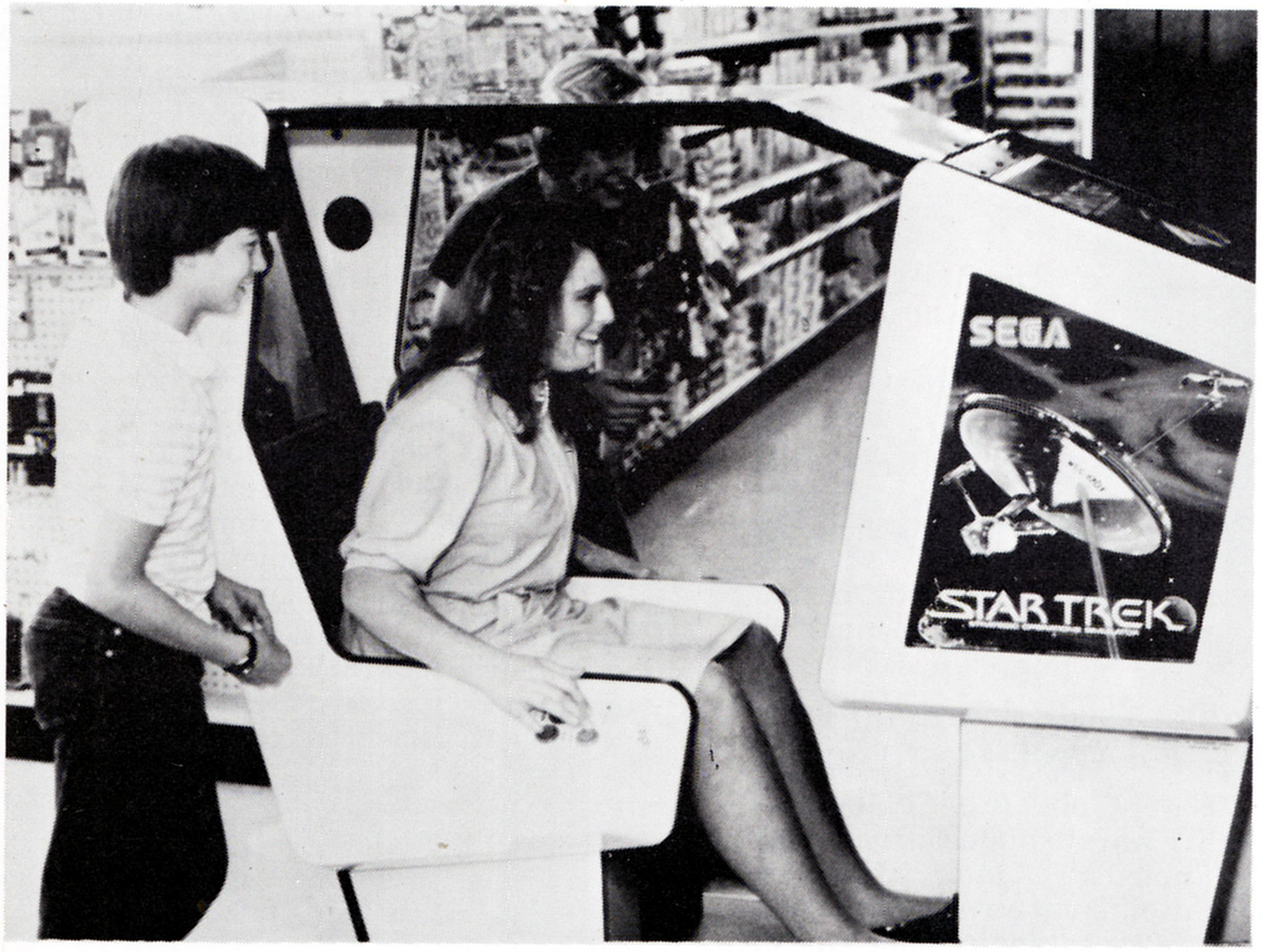
Golden 7 is a masterpiece of Advanced Tech, with a central control computer, easy-to-change pricing, expanded credit levels, built in Autoplay and Memorec, plus an optional $1 and $5 bill acceptor.

Distributed across Canada by

- **Laniel Automatic Machines, Montreal**
- **Sullivan Distributing, Rexdale, Ontario**
- **Weatherhead Distributing, Burnaby, B. C.**

Sega's Star Trek™ Cockpit Opens New Locations With Unique Design, Special Price

Where does it say that cockpits are limited to arcades only ?



SEGA's STAR TREK™ cockpit fits comfortably in a convenience store where floor space is at a premium.

SEGA Electronics, Inc. deflates that myth with their revolutionary new **STAR TREK sitdown that is now priced like an upright!**

Boldly styled in gleaming white plastic and smoked plexiglass, SEGA's STAR TREK cockpit is a showcase piece for any arcade, drawing crowds with its hi-tech appearance and action-packed gameplay. Now, owing to its unique design and size, the STAR TREK cockpit opens a new universe of locations that until now were deemed ''off limits'' to sitdown games.

Taking about as much floor space as a player standing at an upright game, SEGA's STAR TREK cockpit fits comfortably into locations such as convenience stores where floor space is at a premium. The dynamic cockpit's unique size also makes it ideal for grocery store operations that, because of high foot traffic, make for outstanding collections.

Additional sites that have been untapped for cockpits are taverns and bowling alleys, where the tremendous popularity of STAR TREK makes it a natural for these locations.

In the casual atmosphere of a tavern, the STAR TREK cockpit looks terrific with its sleek lines and attention grabbing graphics. The fast paced action will appeal to player enthusiast/patrons, with the sitdown feature of the cockpit encouraging repeat play.

Bowling Alleys Top Location

Bowling alleys are also ideal for SEGA's STAR TREK cockpit. Because of bowling's immense popularity as a family sport, facilities are oft times crowded. A STAR TREK cockpit on location can take advantage of bowlers spare time as they wait for lanes to become available, resulting in sizable cashbox for operators.

''Tremendous player popularity and earnings strength, consistancy of earnings and the longevity of STAR TREK have already made the upright model a winner,'' said **Bob Rosenbaum, Vice President, Marketing and Sales.** And now, as a result of a major commitment to our suppliers, SEGA is able to offer its outstanding STAR TREK cockpit in the price range of an upright game. This is a super opportunity for any location operator.

Further information on SEGA's STAR TREK cockpit may be obtained from authorized SEGA distributors or from the factory.

Currie Distributing

RR2 Campbellville, Ont.

**Canadian Operators Rely On
Currie Distributing
For Top Quality Equipment & Service**

Suppliers of • Gottlieb • Williams • Bally
• And Stern Pinballs
• Taito • Atari
• And all Top Line Videos
• Coin Operated Music And Pool Tables
Established 30 Years

Currie Distributing
Campbellville, Ont. 416-854-2267
Toronto, Ontario 416-677-1544

SEGA Offers Conversion Kits
ZAXXON™ To SUPER ZAXXON™

SUPER
ZAXXON
SEGA
BUCK ROGERS

SEGA Electronics, Inc. has announced that a conversion kit is now available to convert any upright model of **ZAXXON to SUPER ZAXXON.** Authorized SEGA distributors will make these conversions, meaning that operators can now have their current ZAXXON games converted into top money-earning games.

The attractively priced factory conversion kit includes new SUPER ZAXXON electronics, complete control panel including new, extra-heavy duty flight stick, SUPER ZAXXON logo panel and side graphics.

SUPER ZAXXON features gameplay action at supersonic speeds and fantastic new graphics and colors. A more challenging floating munitions fortress and a foreboding tunnel of doom, filled with surprising new opponents, are just part of the excitement as this 3-dimensional-like game presents the ultimate space challenge, a bigger-than-life, fire-breathing Dragon!

Further information on the ZAXXON to SUPER ZAXXON conversions may be obtained from authorized SEGA distributors or the factory.

Don't gamble on video games. With Little Casino, Everybody Wins.

LITTLE CASINO is a bar-top game that offers the player or players four different games: POKER, BLACKJACK, CRAPS, and HI-LO.

And no need to worry about legal hassles with our game either. No ante up, no free games or credits awarded, and no knock off meter.

What you've got is a safe investment with a full cash box . . . week after week after week. No one can tie up the game because there are no replays and no patterns to be learned. It's a gold mine.

There's a slick compact cabinet, in beige or black, and a full color monitor.

Plus, you can program the new LITTLE CASINO to display your customer's advertising messages during idle moments. Imagine—a personalized game for each locale!

Don't gamble with profits or with success. Put your money on LITTLE CASINO.

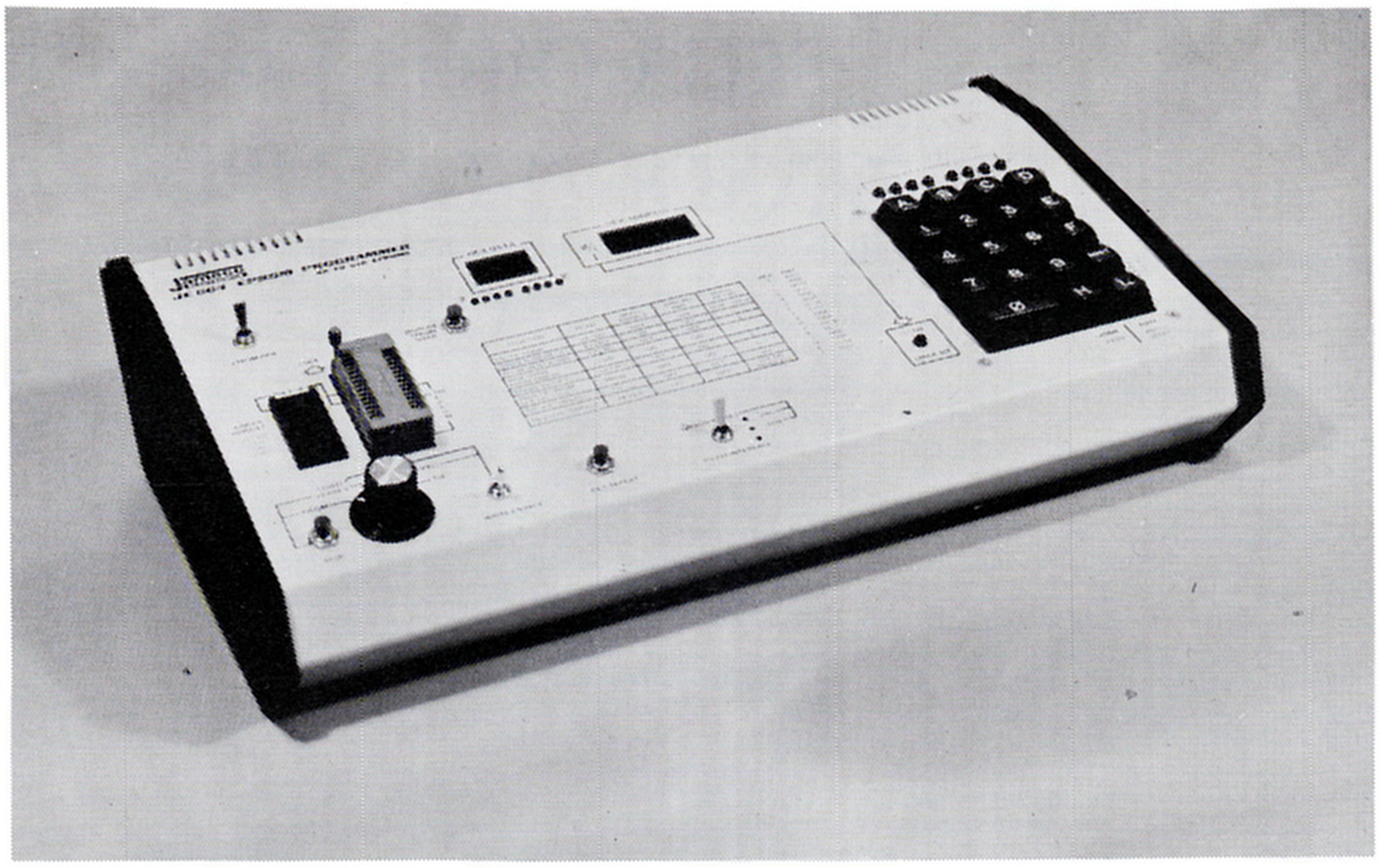
LITTLE CASINO

©1983, Digital Controls, Inc.

For information on the distributor or operator nearest you, please call (800) 441-3332 or write to: Digital Controls, Inc., P.O. Box 48334, Atlanta, GA 30362

DIGITAL CONTROLS

Self-Contained Eprom Programmer From Jameco Electronics



Jameco Electronics has announced their new **JE664 EPROM Programmer** which will program 8K to 64K EPROMS without the need for other equipment. The JE6 4 is designed to program chips made by: AMD, FUJITSU, HITACHI, INTEL, NATIONAL, NEC, MOTOROLA and TEXAS INSTRUMENTS.

Data can be entered into the JE664 in 3 ways:

(1) from a ROM or EPROM;
(2) from an external computer via the optional JE665 RS232 BUS or
(3) from its panel keyboard.

The internal RAMS may be accessed, for emulation purposes, form the front panel socket.

During programming or emulation, data may be examined, changed or validated. **The internal RAMS can be programmed quickly to all "1"s (or any value) allowing unused addresses in the EPROM to be programmed later without the necessity of "UV" erasing.** The JE664 displays DATA and ADDRESS in convenient LED hexadecimal format.

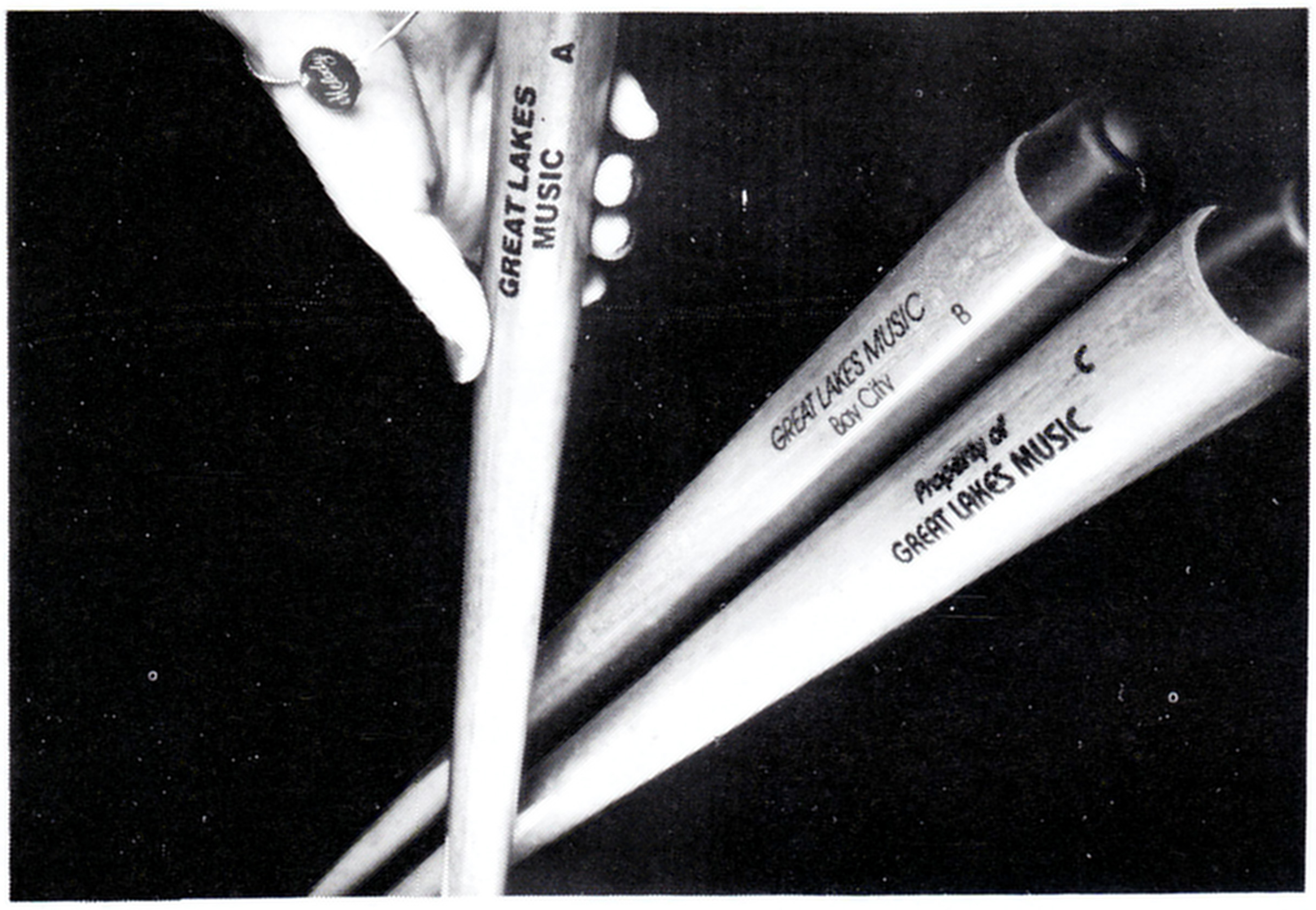
Jumper modules (Personality Modules) are used to pre-set the JE664 for proper programming pulses to the EPROM. There are eight separate modules to choose from depending on the type and the manufacturer of the EPROM you wish to program.

The basis JE664 sells for $995.00 and comes with the JM16A module which programs the 2716 EPROMS made by Intel, Motorola, National, NEC, and Texas Instruments. Other Modules for 2708, 2732 and 2764 EPROMS are also available and are priced at $14.95 ea. The JE664 operates on 115vac at 60HZ and power cosumption is less than 10 watts.

For more information contact: Jameco Electronics, 1355 Shoreway Road, Belmont, CA 94002. Phone: 415-592-8097. Telex: 176043.

Valley Introduces Imprinted Pool Cues

To Provide Recognition And Stop Thievery



An exciting new "product" is now being offered to its cue customers by **The Valley Company — imprinted cues.** The imprints are made near the butt of the cue, in a 3/4" by 3" space, which allows a two-line imprint, with twenty characters per line. The customer has his choice of three type styles. Prices are nominal and include a one-time charge for printing dies. The minimum order is one gross for the one-piece, four-prong cues.

"This innovation represents a significant investment," said **Paul Seledic,** Plant Manager of Valley Cues, "as it requires some very special equipment to imprint on a rounded wood surface". But most important, this is also a part of Valley's commitment to offering the finest product available in American-made cues. And, of course, we're always on the lookout for better ways to help our customers promote and sell what they buy from us. An imprinted cue is an excellent way for a cue dealer or operator to get more recognition for his business. Then, we wanted to do something to help our customers fight the theft problem. "By providing a way for them to 'brand' their cues with their own company name we think we've come up with at least part of the answer", he continued.

Valley markets a full line of American-made cues, both one-piece and jointed, however, only a portion of the line is available for imprinting. All cues feature hard, white maple shafts, and imported hardwood butts, naturally weighted for heavy, medium, and light preferences.

SEGA Increases Production For Congo Bongo™

SEGA Electronics, Inc. has announced a production increase in response to the broad-scale demand for **CONGO BONGO,** their "hot" new cartoon adventure game.

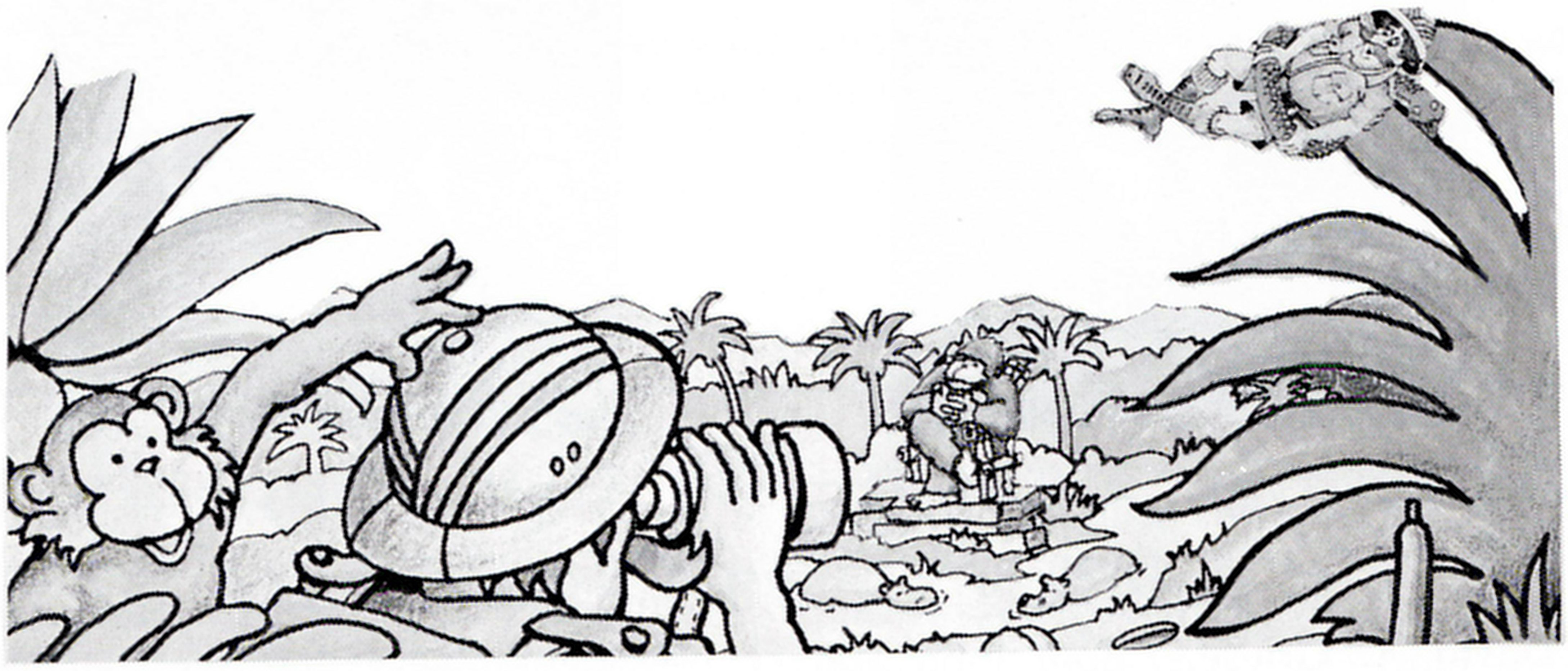
"We are planning a long production run," said **Bob Rosenbaum,** Vice President of Marketing and Sales. "Congo Bongo is proving to be a fantastic street piece and arcades are having great success banking the games.

"Operators have been holding back on their purchases, looking for that hot game," Rosenbaum added, "Congo Bongo appears to be it."

SEGA's CONGO BONGO, with 3-dimensional-like graphics, presents four vivid scenes of jungle action. CONGO BONGO is a classic adventure game with jungle drums and native sounds to lure explorers of all ages. Simple game controls and crazy gameplay antics give CONGO BONGO universal appeal as players help the fearless Hunter chase Bongo, the mischievous gorilla, through the jungle.

Further information of SEGA's CONGO BONGO may be obtained from authorized SEGA distributors or from the factory.

Congo Bongo
Congo Bongo
SEGA



A Brand New Game from FALCON . . .

the company attuned to the ever changing needs of the video poker marketplace.

VICTORY CARD™... Another Winning Hand from the FALCON Poker Line

Falcon introduces a brand new poker game conversion kit designed specifically for ***upright video game cabinets with vertical monitors.***

Complete Kit ready for easy installation . . . **$750.00**

Victory Card Conversion Kit includes Printed Circuit Board, Control Panel with lighted Control Buttons, Wiring Harness and decorative Marquee Header Panel.

Other FALCON Games Include:

FALCONS WILD™ . . . 5 card draw with wild cards
ROTARY CARD™ . . . 5 card draw with spinning action
BLACKJACK . . . Poker's most popular game
TENNESSEE STUD™ . . . 5 card draw with "card buy" option

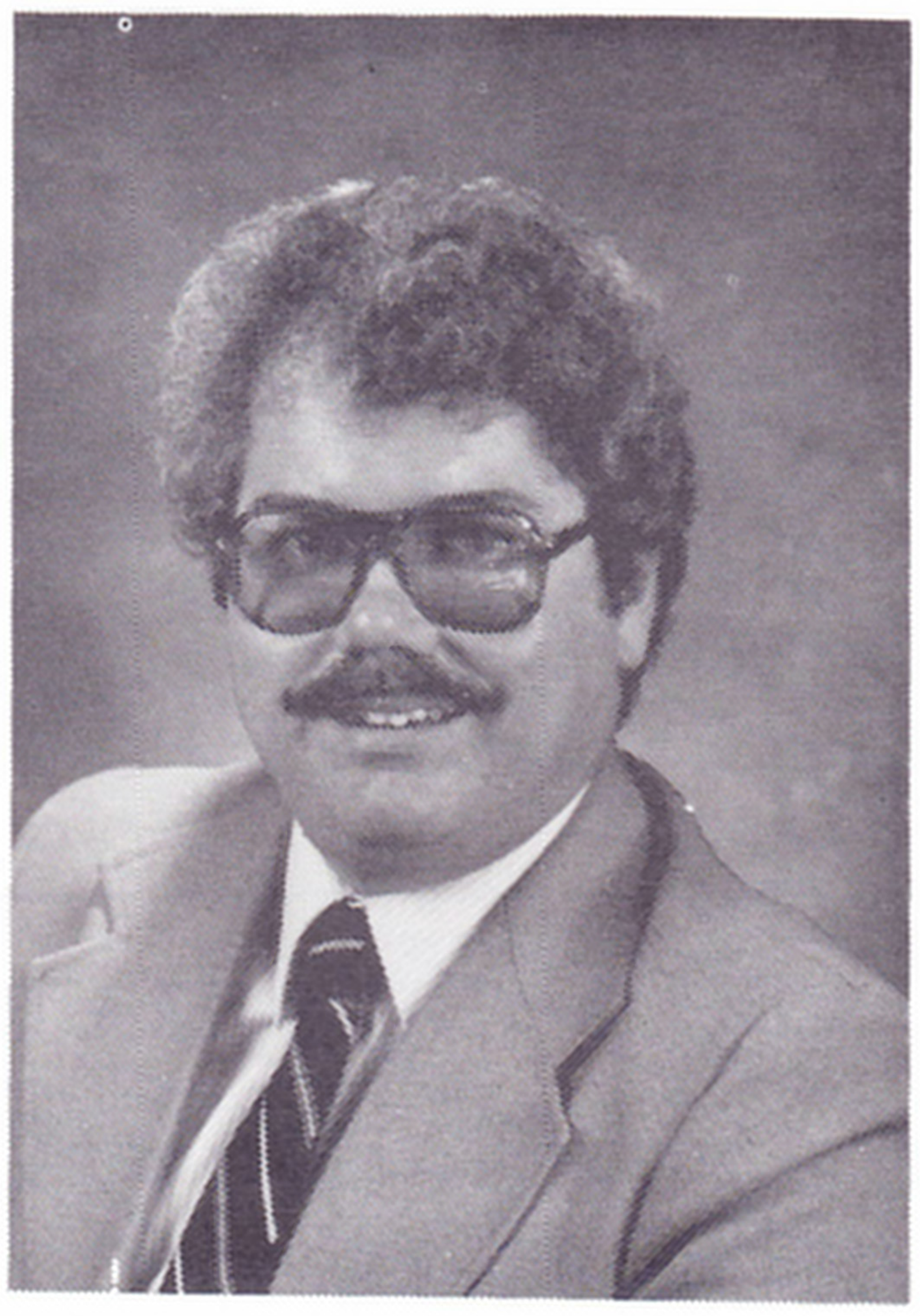
The "Double-Up" feature is available on Falcon Poker games.

For complete information on Falcon games and conversion kits, contact your nearest Falcon dealer or call:

FALCON INTERNATIONAL
(214) 630-2627 • TLX 732561 • (TELESERV DAL)
1127 Conveyor Lane, Suite 100 • Dallas, Texas 75247

Men on the Move

Exidy Adds Sales Staff



Exidy recently added two new members to its Marketing and Sales staff, namely **John A. Barone and David A. Griese.** "Both John and Dave come to us with strong credentials," according to **Lila Zinter, Exidy's Director of Marketing.**

John comes to Exidy from the automobile industry, bringing with him 10 years of combined Marketing, Sales and Sales Management expertise.

Dave comes to Exidy from the office products industry where he accumulated 7 years of combined Marketing, Sales and Sales Management experience.

"Both John and Dave eagerly anticipate strong success in the industry selling Exidy games, and both will do their utmost to service the needs of both the operator and distributor whenever and wherever possible," according to Lila.

North America Amusements Appointment

Thomas Leon of North American Amusement Company and American Arcade Specialty Company is pleased to announce the appointment of **Mike Bosanac** to its marketing and sales staff. Mike has been in sales and marketing for the last 25 years and recently with Entertainment Sales Company of Hollywood California. Mike has also handled many major trade shows and recently handled and surprised a major exhibit at the Worlds Fair, and has conducted sales seminars for many major insurance companies.

His new duties with both of Mr. Leon's companies will be heading up special affairs and marketing of new product lines for North American Amusment Company and American Arcade Specialty Company.

Stern Appoints Lentz Director Of Sales

Robert Lentz has been appointed **Director of Sales for Stern Electronics.** Bob has been the Sales Manager at Stern since May 1982. Prior to that, Bob worked with XCOR International where he served in management for over eight years.

Bob has vast experience having worked closely with distributors and operators on a national basis. In Bob's new position, he will direct sales activities for Stern as well as the Seeburg phonograph.

Marchinski Promoted To Marketing And Sales Supervisor

Stern Electronics, Chicago, has appointed **Toni Marchinski** to the position of Marketing and Sales Supervisor. Toni has been with Stern since December 1976. Prior to that, she served as sales secretary and traffic manager for Chicago Coin. Toni's new responsibilities include the handling of various Stern distributor accounts along with all facets of traffic, both domestically and internationally.

Gary Stern, President of Stern Electronics, stated "Toni's face is well known in this industry. Her promotion is one that is well deserved and long overdue."

Amusement Trades Exhibition International In London England February 28 To March 2

The Organisers of the **Annual Amusement Trades Exhibition International** announce that their 1984 Show — the 40th of the series — is to be held in London, England, from **Tuesday 28th February to Friday 2nd March.** The venue will be the Grand Hall at Olympia, one of London's premier exhibition centres.

The 1984 Show will, as usual, embrace a comprehensive range of amusement devices and ancillary equipment for use at Amusement Parks, Leisure Centres, Amusement Arcades, Piers, Hotels, Restaurants, and other establishments: and visitors will find a great profusion of coin-operated amusement machines, coin-operated gaming machines, video games, pintables, flippers, juke-boxes, kiddie rides, remote-controlled model boats etc., amusement rides, dodgems, fairground games, inflatable devices, pool tables, background-music systems, shooting-ranges, change-giving machines, coin-counting machines, logic boards, coin mechanisms, data-retrieving systems, computer systems, security locks, screen printing, illuminated signs, and many other items of interest to the leisure industry.

The **A.T.E.I.** is not only the oldest-established, but is generally acknowledged to be the leading and most representative exhibition of its kind in the world today, and it is truly international in scope. This year the 190 exhibitors included no fewer than 44 from overseas, and the ever-growing importance of the ATEI is clearly shown by the fact that visitors were attracted from 28 different countries, including Japan and the United States.

It may be mentioned also that as the ATEI will be the last of the 1983/1984 winter series of exhibitions, it will be the most up-to-the-minute and can be expected to include all new equipment introduced on the market up to the end of February.

For everyone whose interests lie in the extremely wide range of equipment that will be on display, a visit to the 1984 ATEI should prove to be both an interesting and a rewarding experience. Further information will gladly be supplied on request to the Organisers: **Amusement Trades Exhibition Limited, 122 Clapham Common North Side, London SW4 9SP, England.**

Atari Inc. And Nolan Bushnell Sign Videogames Agreement

1972 Founder Of Atari Enters New Agreement

Atari Inc. and **Pizza Time Theatre Inc.,** announced that they have entered into an agreement under which Atari has acquired the consumer rights to coin-operated video games developed by **Nolan Bushnell, Joseph Keenan, Pizza Time Theatre and Sente Technologies Inc.**

Mr. Bushnell is chairman and chief executive officer of the Pizza Time Theatre chain of family restaurants which feature electronic entertainment and video games. Mr. Keenan is president of Pizza Time Theatre. **Sente,** a wholly owned subsidiary of Pizza Time Theatre, is the vehicle through which Pizza Time and Bushnell will be participating in the coin-operated video games business after October 1, 1983.

In commenting on the agreement, **Raymond E. Kassar,** chairman and chief executive officer of Atari Inc. said: "We are pleased to have Nolan Bushnell back with us. He is an acknowledged innovator in the video game and consumer electronics businesses."

Bushnell Founded Atari in 1972

Mr. Bushnell, who founded Atari in 1972, said: "I'm looking forward to working again with Atari. The combined strengths of our companies offer tremendous opportunities for both of us."

The parties stated that all litigation between them has been settled.

Atari Inc., a subsidiary of Warner Communications Inc. of New York, is a leading maker of home computer, home video game products, and coin-operated video games. Recently, Atari announced plans to develop and market home telecommunications systems.

Video Good For Eyes

Used under proper conditions, video games won't hurt the eyes of most children, and they can even improve visual skills, says the Quebec Association of Optometrists.

"The games aren't dangerous — it's just a question of use," Jean-Marie Rodrigue, president of the association, said Friday. "When the norms are respected, they are a good recreational tool."

Rodrigue and Carole Melancon, an optometrist who has studied the impact of video games on vision, met with reporters as part of a symposium organized by the association on vision and video display terminals (VDTs).

Melancon said the basic recommendations for use of video games are about the same as those for television viewing: keep the lighting low, maintain a proper distance from the screen and limit watching to avoid eye strain.

Melancon recommends that video game players maintain a distance from the screen equal to four or five times its width.

She also recommends a 10-minute break after 30 minutes of play for schoolchildren and after every 15 minutes for preschoolers.

Melancon said the way a child plays with video games can indicate either eye strain or vision problems.

Curiously enough, Melancon said, in some cases, video games can be a useful tool for helping children develop certain visual skills.

"The Force" Of Star War Fame... May Soon Be With Us Again...In The Arcades

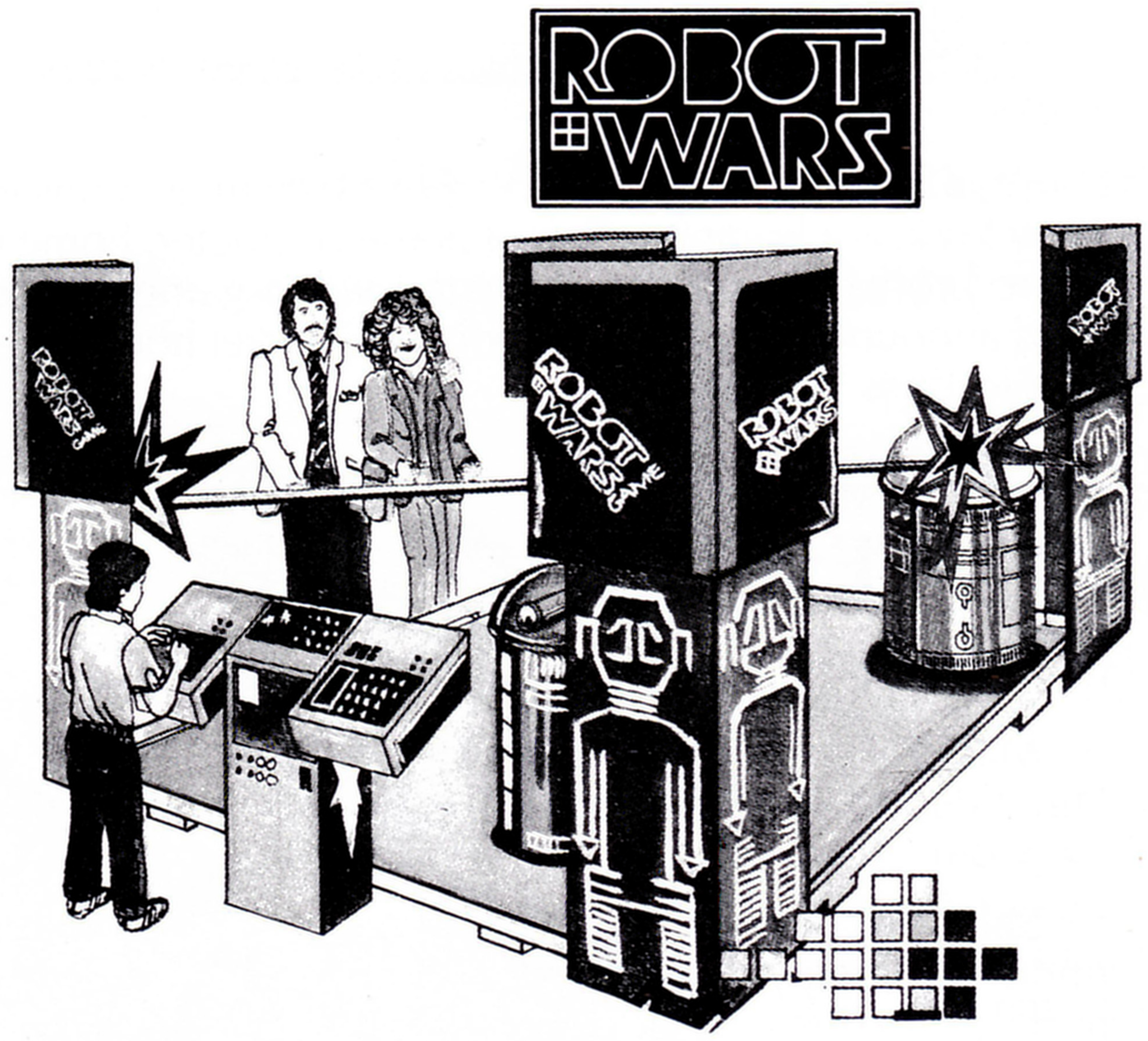
These New Games Will Usher In "A-Dollar-A-Play"

"The Force", of Star Wars fame, may soon reappear in the videogame arcade, according to a new 185-page report from **International Resource Development Inc.,** a Norwalk, CT-based market research firm., Future generations of arcade games are very likely to consist of booths with enclosed consoles, which will surround players with video, audio and other sensory output, says IRD.

In these games, the scenario goes, a player would use not only his hands to play, but might also use his feet, hips, biceps and/or eyes.

IRD predicts that "eye tracking", which is accomplished by projecting infra-red light against the cornea and then determining the line of sight by the angle at which the infra-red light is reflected, may become commonplace in fourth or fifth generation arcade games. "At that point we will have entered the realm of 'The Force'...where the game flow can actually be controlled by focusing the eyeball," comments IRD researcher Joan de Regt.

There are quite a few other surprises anticipated in these future generation arcade games, according to the report entitled **VIDEOGAMES AND ELECTRONIC TOYS.** Among the various senses that might be involved are the olfactory ones, with the essence of "burning tires, popcorn, or freshly-cooked pizzas" being emitted at appropriate times into the consoles.



The report describes another arcade sensation as follows:

"There will tend to be space adventure games wherein players will experience the feeling of being in actual spaceship cockpits. The consoles will be complete with high fidelity floor-based controllers, dashboards with flashing lights and bucket seats with optional seat belts. In some cases, seats will vibrate to emulate the feel of space travel. Players will sit before large curved screens which might display graphics generated through a mix of TV quality video technology and realistic computer animation. In short, players will be given a 'movie' experience in which they will have a chance to be a Luke Skywalker or a Buck Rogers."

Other games might have multi-player consoles with one player acting as pilot and the others as gunners. One thing is clear, however, **these games will usher in the era of a dollar-a-play!**

"Remarkably, these advanced machines may one day even have some educational value to them," claims de Regt. "Drivers could be taught how to manage in tough weather conditions, while sports enthusiasts might be able to bone up on their tennis or golf skills. These types of games might make Mom a little happier about her kids frequenting the arcades."

One side effect of videogames' increased sophistication will be increased demand for the laser videodisc. Until now, this device has pretty much been a technology in search of an application. It has achieved virtually no penetration of the consumer market (what videodisc penetration there has been has come from **RCA's SelectaVision,** which is a linear rather than an interactive device.) But with the advent of what the report refers to as the era of "enhanced reality" entertainment, the laser videodisc has a good chance of finding its place in the sun.

Laser disc players can provide TV-quality backgrounds to videogame action, thereby lending a degree of verisimilitude to the action that is all too clearly lacking in today's games. By 1993, according to the report, laser disc players, fueled by demand for enhanced reality videogames, will be in almost twenty million homes.

The introduction of toy robots is also likely to cause quite a stir in the marketplace, according to IRD. While they will probably not appear until consumer robots have been made available, it is expected that both adults and children will go "ape" over this newest toy when it does appear. The biggest sellout is anticipated to be functional, programmable

In these games, the scenario goes, a player would use not only his hands to play, but might also use his feet, hips, biceps, and/or eyes.

Forecasts for Selected Videogame and Electronic Toy Segments
(Annual Sales)
$ Millions

	1983	1985	1988	1993
ARCADE VIDEOGAME COIN DROPS (RETAIL SALES)	6300	6600	8000	12000
ELECTRONIC DOLLS AND TOY ROBOTS (FACTORY SALES)	25	60	350	250

(SOURCE: INTERNATIONAL RESOURCE DEVELOPMENT INC.) (# 550)

toy robots, which will, for example, be able to retrieve items on the floor. The fact that adults will also be involved in this craze makes it an extremely tempting one for suppliers, according to de Regt. But the sales peak is not expected to last too long, since it will be both fueled by and subsequently deflated by the adult element, to whom it is likely to be a quick fad. Annual sales of electronic dolls and robots are expected to jump from $60 million in 1985 to $350 million in 1988, but will begin to decline soon thereafter (when ''just kids'' are involved as consumers).

International Resource Development Inc. is a specialized management consulting and market research firm which has produced more than one hundred in-depth research analyses over the last twelve years, and has conducted individual-client research for many ''Fortune 500'' organizations.

Further details on the $1285.00 report (#550), entitled **VIDEOGAMES AND ELECTRONIC TOYS,** including a free table of contents and description of the report, are available from IRD at 30 High Street. Norwalk, CT 06851, U.S.A.; Phone (from CT or outside the U.S. call 203-866-6914); Telex 64 3452.

Pace's Micro Portable Soldering And Desoldering System Goes Everywhere

INSTRUCTORS GUIDE

Pace's new Micro provides a truly self-contained power desoldering and soldering system so portable, it can be used anywhere electronic equipment needs to be repaired — in depot, in mobile vans, in remote field service centers, or on-site.

The Pace Micro operates on AC and 12 VDC sources. It's compact and lightweight.

The Pace Micro warms up in one minute. Desoldering and soldering are accomplished with a single handpiece with a finger-activated vacuum. The Micro provides spike-free MOS safe operation and precise tip temperature control for high reliability repair.

The Micro system is available worldwide. For more information, contact:
Marc Siegel, Pace, Incorporated,
9893 Brewers Court, Laurel, MD 20707.
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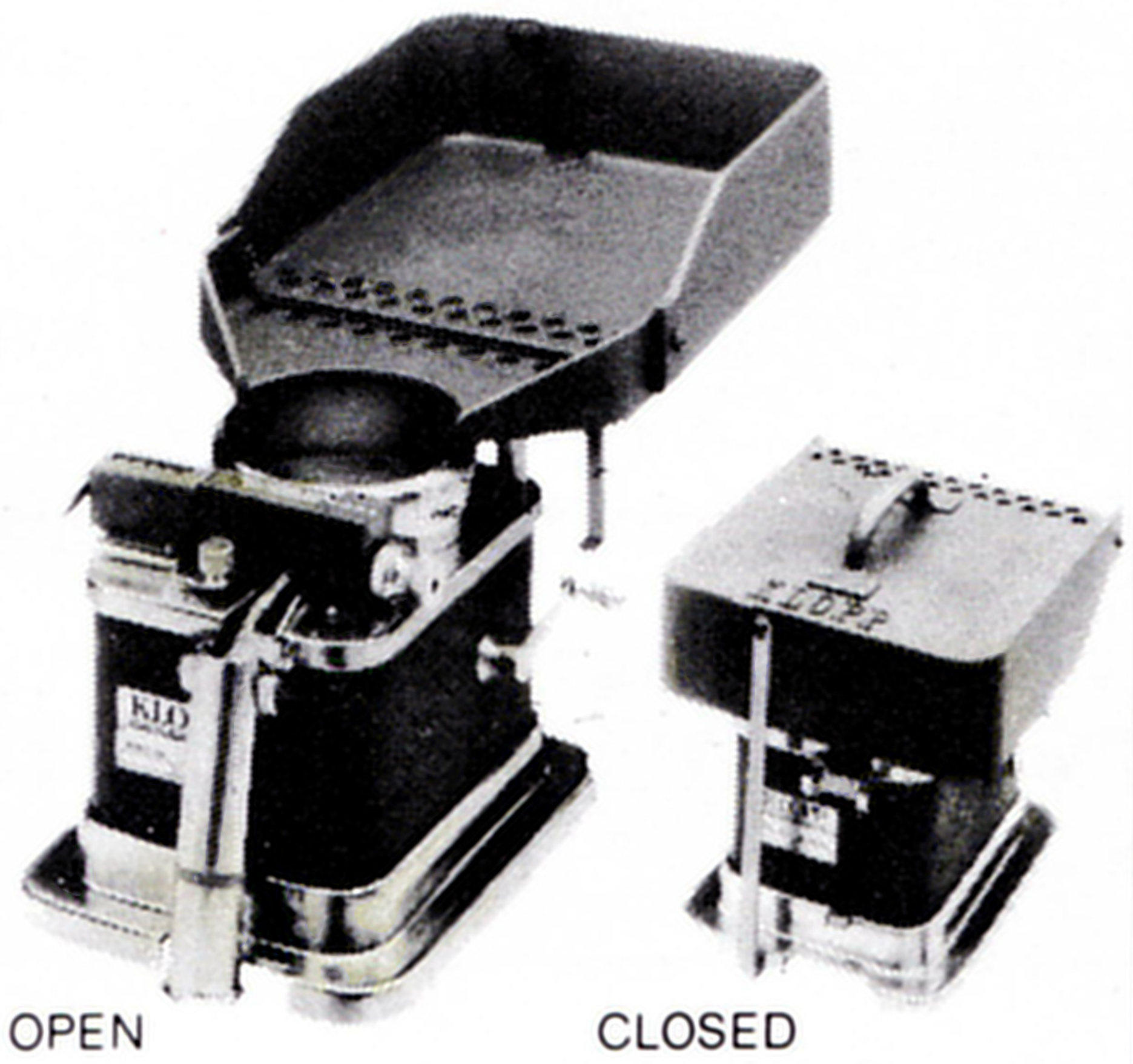

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British One Pound Coins Draw Criticism

By April 17th **the Royal Mints of Great Britain** had issued to British Banks some $125,000,000.00 in new one pound coins which, depending on recent rates of exchange at $1.93 now, represent some 65 Million of the new coins. The new coin of a bronze alloy is about double the thickness of other major British coins and has been described as a pseudo sovereign an old time, small, British gold coin. As with almost any change concerning anything, there were numerous criticisms of the new coin.

- Some said that the coin would wear rapidly and then would soon not be readily distinguishable from coins of lesser values. Actually life is reputed to be 40 years.
- Because of the relatively high value of the new coin fear of slugging and theft from coin machines has increased. Recently, there has been widely reported stories of fraud involving the previous highest value coin the 50 pence piece worth about 96-1/2¢. This has got people worried about the one pound coin.
- Some MPs felt that the government didn't go far enough in dealing with coinage. They felt that the whole range of coins should have been altered to make more logic as to size, weight and colour of coins, than presently exists.
- There was a call for the abolishment of the tiny 1/2 penny coin on the score that it today has so little value as to be useless in trade.

Incidentally, have you noticed how many copper coins and small value cupro-nickel 5¢ and 10¢ pieces seem to be in your pockets these days? These are coins, particularly the 1¢ piece, of little value in making purchases. So, why not get rid of them? Why not indeed? The Treasurer of Ontario wouldn't like it for one. . . The copper 1¢ piece makes practical the 7% Ontario Provincial Sales Tax now applied to just about everything sold in the Province. No matter that it won't buy anything as a 1¢ piece, and little in multiple pieces valued at 5¢ and 10¢ it's a damned good taxing token.

Therefore, be prepared to put up with weighed down, saggy, and cluttered up pockets, and purses, to pay the government or, spend big, then it will take its percentage not in cents but in dollars. And just think of the jobs that will make!

Nintendo's Donkey Kong To Be Featured On CBS Series

Nintendo of America Inc. is pleased to announce **Donkey Kong and Donkey Kong Jr.** as two of the stars of the new CBS Childrens series: SATURDAY SUPERCADE.

Nintendo is a prominent part of the SUPERCADE series with an 11 minute episode each week. The series, produced by Ruby Spears, will also feature Mario, Pauline, Mario's brother, Luigi and other characters from their popular arcade games. The series debuts Saturday morning, September 17th. Scheduled broadcast times are 8:30-9:30 a.m. EST and 7:30-8:30 a.m. PST.

Each show will feature many elements from the video game formats. Rolling barrels, swinging vines, snapping jaws and humorous story lines are designed to delight video venturers of all ages. Promos, advertising the new series will be broadcast approximately 5 weeks before the first show. Projected viewing audience will be between 5 and 6 million children viewers.

In addition to its barrels of success that Coleco has had with their adaptations on Donkey Kong and Donkey Kong Jr., Atari is currently marketing Donkey Kong and Donkey Kong Jr. for home computer systems, and the new Donkey Kong cereal from Ralston Purina, will be debuting in June.

Winner Of Sega's Star Trek™ Cockpit Reports Impressive Earnings ...Up To 10.5% Of One Location's Income

The winner in **SEGA's** free give-away of a **STAR TREK cockpit** has reported impressive earnings from the machine since it went into service.

"It's doing very well," said James Edleman of Sunshine Video in Dearborn Heights, Michigan. "Its the most popular game in the location. Kids are constantly lined up to play."

Mr. Edleman, who won the gleaming STAR TREK cockpit at the recent **1983 AOE Show in Chicago,** has placed the unit at his "Canton Wizard" arcade in Canton, Michigan, located just west of Detroit. "We have 33 other games at that arcade," said Edleman, who has several other locations throughout the Detroit area, "and Stark Trek is pulling in top numbers.

"Overall, the one Star Trek that we have accounts for about 10.5% of all income for that location, and that's a very high percentage."

The pulling power of the STAR TREK cockpit has been of interest, according to Edleman's report. "It's (STAR TREK) taken in $210.00 a week," Edleman said, "and even though the arcade's business has been down recently, due to a local county fair, Star Trek is still a main draw. Even during the week when things are slow, Star Trek pulls in the collections."

Will he purchase additional units for his other locations? "Most likely," Edleman replied, "I enjoy it a lot."

Dynamo Corporation Launches National Foosball Program To Assist Local Owners And Operators With $50,000 Guaranteed Prizes

High Return — Low Cost — Low Maintenance With Foosball

Dynamo Corporation announced the sponsorship of a major national program to provide support and assistance to owners and operators wishing to promote the sport of foosball on a local level. The announcement was made by **Mark L. Struhs,** vice president of sales and marketing for Dynamo.

"This program adds yet another dimension to our on-going support of the sport of foosball," Struhs said. "Last year we introduced our new Pro-Bilt soccer table and sponsored two tournaments to emphasize our strong commitment to the sport. While we were pleased with the success of these events, and the response from the players and the industry, we also learned a lot about the needs in the marketplace," Struhs said.

"As we talked with distributors and operators in various parts of the country, it became clear that there was a real need for a well-coordinated, inexpensive, easy-to-use foosball promotion program that would provide a local operator the tools to increase player interest and generate profits.

"With these requirements in mind, we hired two-time **World Champion Johnny Lott** to devote full-time efforts toward developing just such a program," Struhs said. "Johnny's knowledge of foosball and his sensitivity to the needs of the operator as well as the players are reflected in the program."

Commenting about the new program, Lott, Dynamo's director of sales and marketing for foosball products, stated that while every aspect of the program will be coordinated with Dynamo's growing distributor network, the program is planned primarily as a grass-roots operator support program.

The major thrust of the program will be oriented toward helping operators and locations gain the maximum return on their investment through the use of well-planned local promotions. Supplementing this effort will be a campaign to help stimulate the interest of experienced foosball players and new players, especially the younger ones who have grown up as avid fans of video games.

Customers Want Other Challenges . . . Foosball Gives It!

"In recent months Dynamo has been experiencing a strong demand for foosball tables from neighborhood arcade operators," Lott said. "Since many of these operators are feeling a decline in interest in video games, they are turning to foosball and pool to provide new challenges for players."

High Return – Low Cost – Low Maintenance With Foosball

"Additionally," Lott continued, "with the tremendous growth in the number of new operators that has taken place in recent years, many of them are seeking the excellent return on investment that results from foosball's unique combination of low-cost, low-maintenance, and high return. This new interest was very evident to us in talking with the arcade owners and operators attending the recent Amusement Operators Expo in Chicago."

Tournament Promotional Kit Available Free

To assist operators and locations with local promotions, Dynamo is making available, at no charge, a comprehensive tournament promotion kit. Contained in this package is virtually everything needed by an operator to organize, promote and manage his own tournament. Included are step-by-step instructions, sign-up sheets, elimination charts, and a "How to Promote" booklet offering many helpful hints, and many other tournament promotion ideas.

Assistance In Tournaments By Professionals

To further assist the operator, Dynamo has developed a network of professional foosball players in major cities, who for a minimal fee, will help an operator stimulate income by conducting demonstrations and player clinics and providing general assistance to ensure the success of local tournaments.

$50,000 In Guaranteed Prize Money

"To provide an incentive for players to participate in locally sponsored tournaments, during 1983 Dynamo will sponsor a series of 16 regional tournaments which will feature nearly $50,000 in guaranteed prize money.

Scheduled to begin in May, the regional championships will be held in major metropolitan areas across the country and will feature individual purses varying from $2,500 to $5,000," said Lott. "And," he continued, "the regional tournaments will serve as the preliminaries for a World Championship."

According to Lott, the World Foosball Championship is scheduled to be held November 19-21 in Chicago. Like the regional tournaments, the World Championship will be organized, managed, and financially supported exclusively by Dynamo. Lott also noted that plans are currently underway to co-sponsor a national amateur foosball league similar to the highly successful Busch Pool League which Dynamo has co-sponsored for the past three years.

"The direction of our new foosball program is somewhat like that used to develop the sport of bowling," Lott said, "in that much of the success of neighborhood bowling centers is due to the owners extensive involvement in organizing the leagues and sponsoring local tournaments. We're applying some of those same ideas and techniques to the sport of foosball. And the great thing is that it's a complete, well-rounded prgram that is already available for the operator to take advantage of. All he has to do to obtain

Continued on page 65

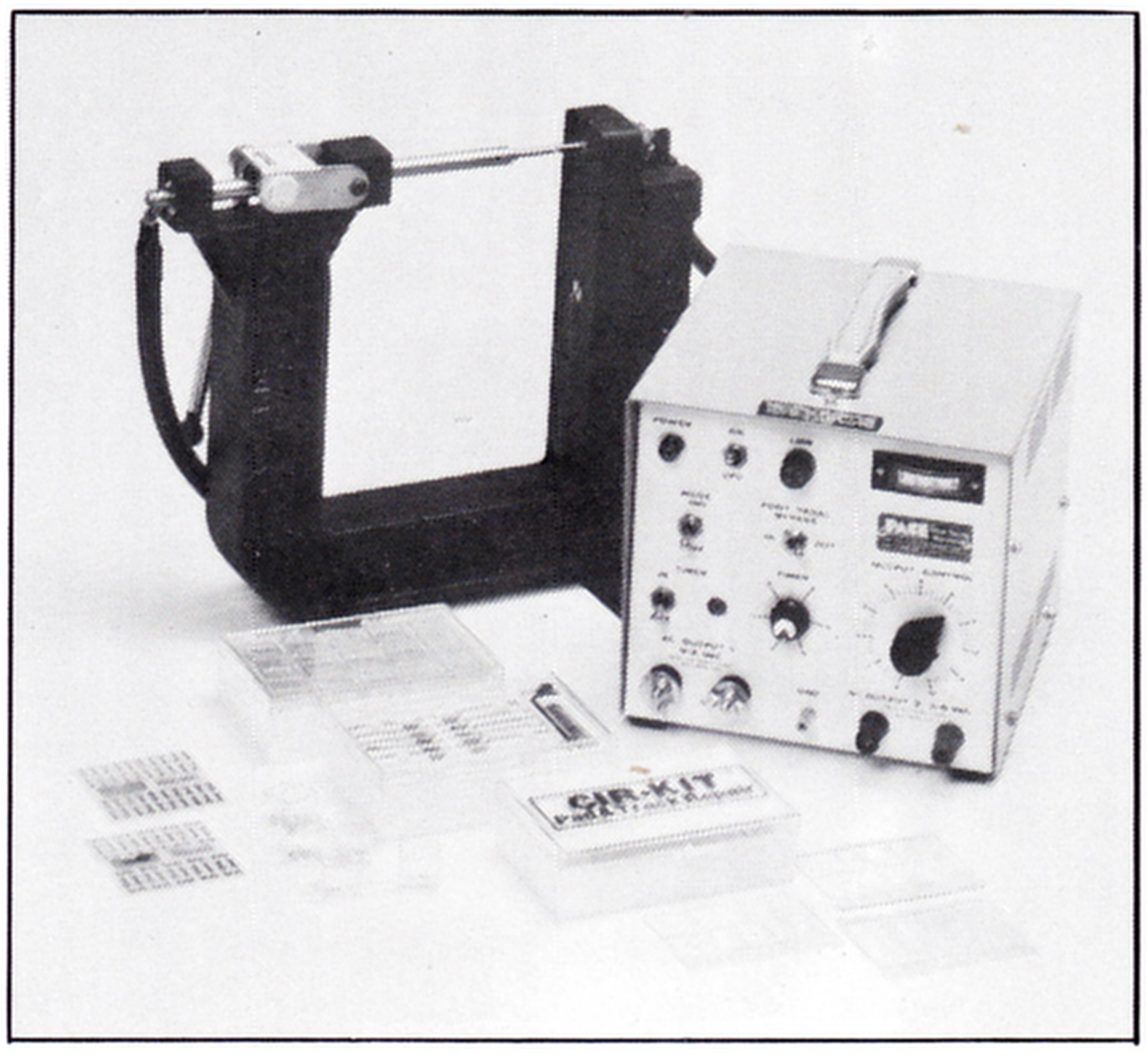
Exidy Announces WHIRLEY BUCKET™ Beacon'n Bell Option

Since **WHIRLY BUCKET'S** introduction in November, 1982, **Exidy** has continued to refine and add options to the overwhelmingly successful WHIRLY BUCKET in direct response to the operators needs. In addition to WHIRLY BUCKETS solid state microprocessor audio that entices players to try their had at the game, WHIRLY BUCKET has a moving target that, when hit, doubles the ball score, requiring greater skill. WHIRLY BUCKET offers a multitude of options that allows the operator to exercise his promotion and merchandising skills to the maximum. **The "ticket dispenser"** option is completely operator controlled enabling the operator to hold contests, offer premiums or free games, or have "Happy Hour" specials.

The **"Beacon and Bell"** option augments the use of a ticket mech, where ticket use is not in practice. Again the operator can select automatic timeout feature or manual reset with the Beacon and Bell. The Beacon and Bell is another way to indicate "Winner", operator adjustable for different point levels for winners high score. With the 6,7,8, or 9 ball per player option, operators have all the ingredients necessary for a TOP EARNER at **all types of locations** and WHIRLY BUCKET puts it all together.

Don't delay! call Exidy now at (408) 734-9410.

Pace's Fused Eyeletting System Allows Field Repair Of Damaged PCB's



Pace's PFP-30 Fused Eyeletting System permits field repair of damaged or missing plated-thru holes and terminals on PCB's with factory quality.

The PFP-30 is a high reliability system which permits installation of a variety of hot fused eyelets and funnelets for a broad range of setting conditions. It also eliminates the solder "blowout" problems associated with conventional eyeletting techniques.

The PFP-30 is easy to set up and align precisely; can be used in a vertical or horizontal position; and has a long, deep reach for hard-to-get-at repairs.

Pace's Fused Eyeletting System includes: a fused eyeletting machine, tool kit, CIR-KIT™ (with pre-tinned/scored eyelets, TRAK-PADS, etc.), and a heavy duty power source.

Pace's PFP-30 is available from Pace representatives worldwide. More information may be obtained by contacting: Beth Amelio, Pace Incorporated, 9893 Brewers Court, Laurel, MD 20707. (301) 490-9860.

Bally Midway Initiates Service Newsletter For Operators

Video and pinball operators have recently started receiving a service newsletter from **Bally Midway called "Monitor."**

The bi-monthly piece is service oriented and gives the operator information on everything from new games and actual service bulletins to promotional efforts on the part of Bally Midway. There is no cost to the operator for the newsletter.

Jim Jarocki, Advertising and Sales Promotion Manager of Bally Midway, stated "The response to this newsletter has been fantastic. We're happy to send information to interested people in our business." Anyone interested in receiving "Monitor" should write to Kathy Sladek at John Iltis Associates, 233 E. Erie, Suite 200, Chicago, Illinois 60611, or call her at (312) 337-6012.

TELL IT LIKE IT IS!

Never before, in all the history of the industry, has there been such close contact with the general public and its officials as has come into being with the advent of the video game.

Never before have location owners known as much about the inner workings of this industry as they do today — due to video games.

Never before have city, county and state legislators been aware of a taxable product as they are today — regarding the video games.

In short, and for the first time in the history of this industry, its business is as well known to the businessmen of the nation as to the operators, distributors and manufacturers of the industry — due to the video games.

Furthermore, the nation's stock exchanges have men analyzing this industry from a financial viewpoint — not from faith and belief in the industry as a wonderful business for young men everywhere.

All this closeness has led to a quick finish for a game so many hoped would exceed pinball in years of popular endurance. Whereas pinball passed 50 years of consistent production, video games have, so far, aged but ten years. Few, if any, foresee 50 years of video game production.

Most attribute the heavy taxation as well as the highest prices in history for the video games, to the fact the public and its officials became so closely and intimately knowledgeable about video games due to many bombastic loud mouths who attached themselves to this industry.

As profit plunges, as fewer buyers come to market, as the video game business becomes more deeply depressed, operators, distributors and manufacturers in this industry learn, once again, the great Number One lesson that helped the coinbiz to grow and prosper — Quiet.

Quiet about its inner industry workings will zoom this industry right up to the top again. Maybe even over the top, if all will love this business half as much as they greedily love the dollars that emanate from it.

Reprint "MARKETPLACE"

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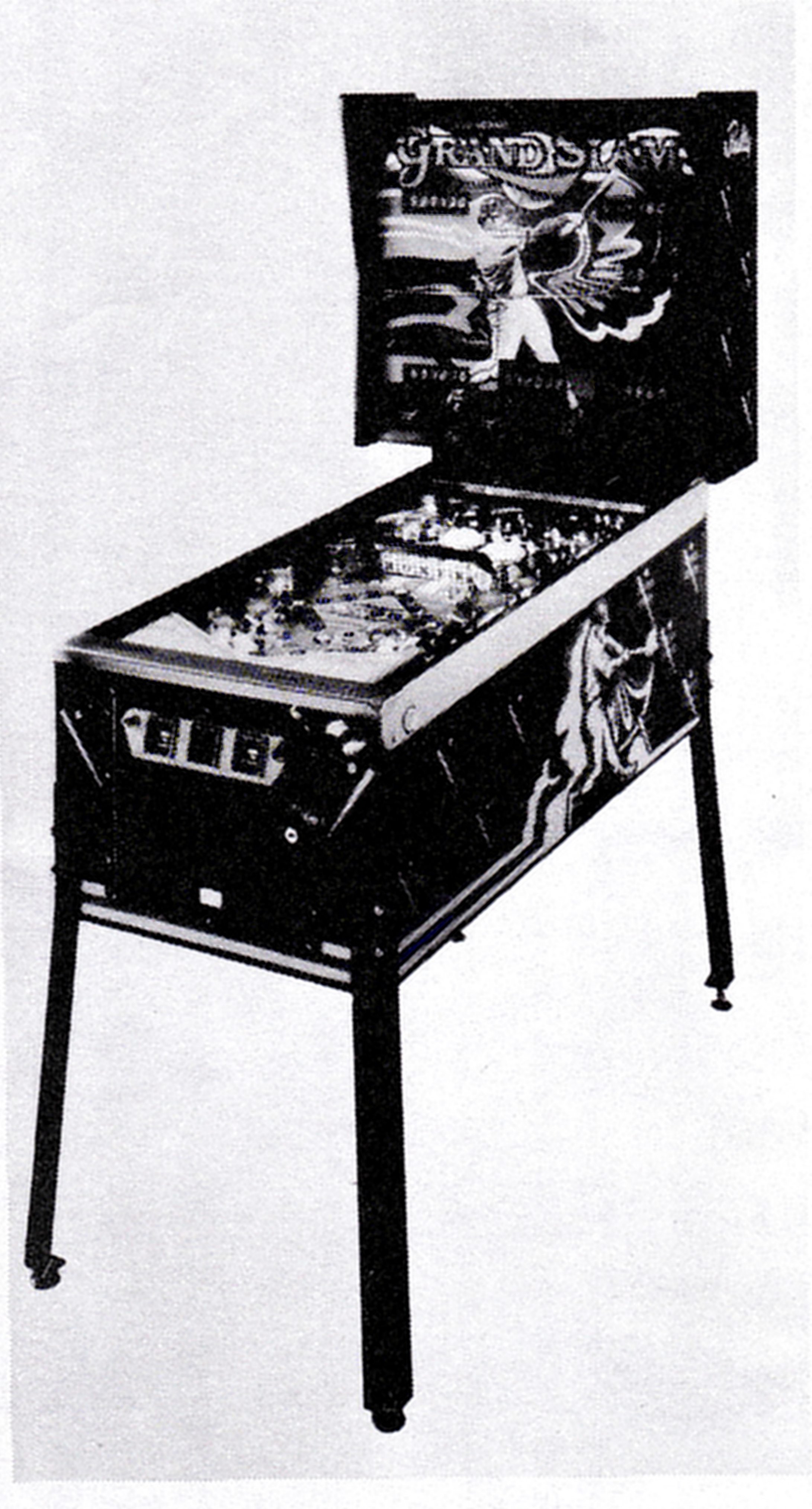
Albert M. Rodstein (right), chairman of Banner, and Alan Bruck (left), president, with Marsha Young (center) sales administrator of Taito of America, are shown beside **Taito's "Zoo Keeper"** at the first annual Pennsylvania Amusement and Music Machine Association Exposition at the Monroeville Expo Center just east of Pittsburgh. With executive offices in Jenkintown, PA, and business offices and showrooms in Baltimore, Philadelphia and Pittsburgh, Banner has been distributing coin operated vending and amusement equipment since 1917.

Bally Midway Scores With "Grand Slam" And It's A Hit!

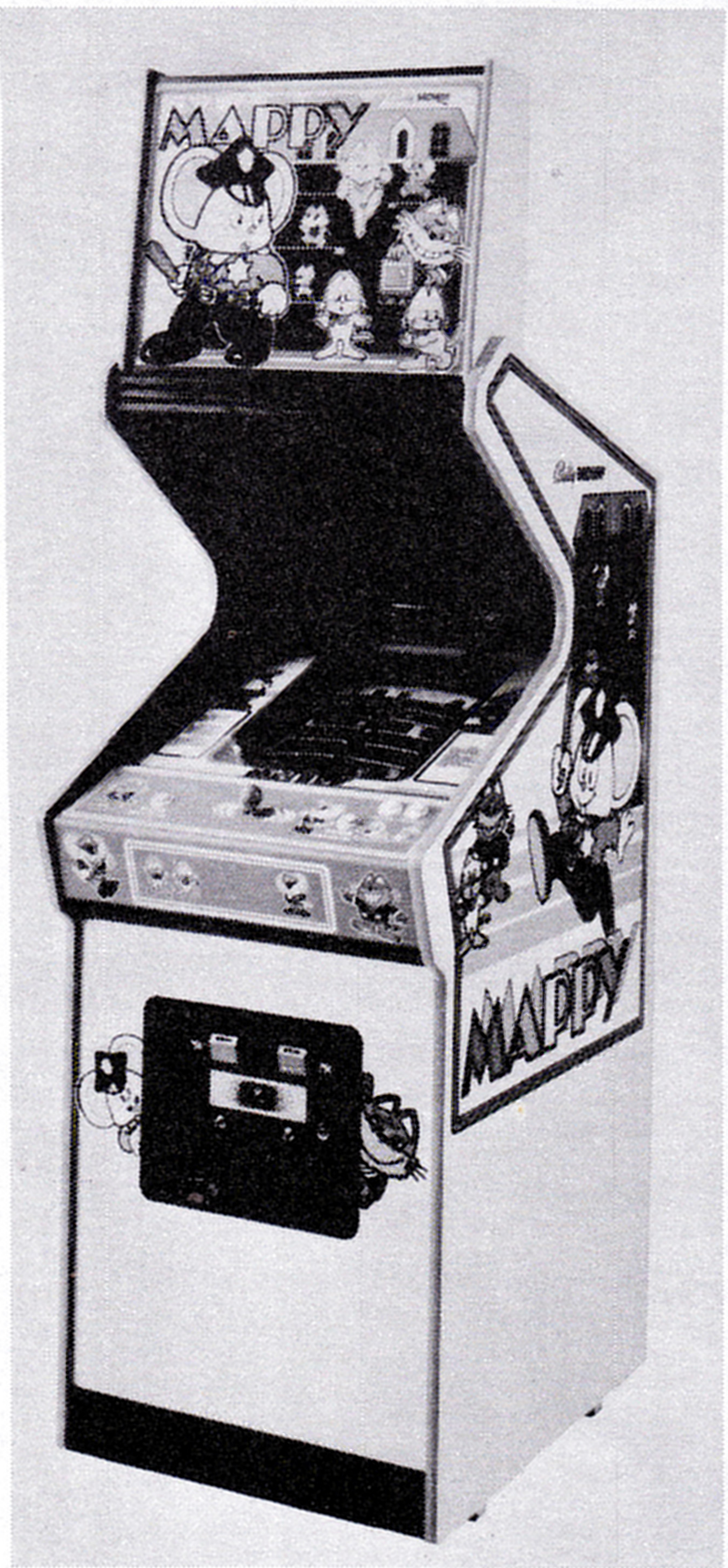


Drive in a run . . . Pinch hit a homer . . . Powerhouse the ultimate play! Whether you're a rookie or a pinball pro, all the major league excitement of baseball comes alive in **Bally Midway's latest pinball game GRAND SLAM.**

GRAND SLAM can take on 2 or 4 players. When the 4-player option is used, the readout shows the 1st and 2nd players' runs while they play, and flashes the runs for the 3rd and 4th players when its their turn at bat.

GRAND SLAM is sure to become a most valuable player in your market. For more information contact your Bally Midway distributor.

Bally Midway's "Mappy"* More Than A Game Of Cat And Mouse



Mappy, the micro police mouse has the run of the house as he tries to collect a series of objects before the cats who are hot on his trail can make the fur fly in a purr-fect new game from **Bally Midway.**

Mappy's really got to move his tail if he wants to escape the cat clutches and the player can use his joystick to give Mappy a boost up on trampolines. Pressing buttons can open doors and zapp the cats back through the house and score.

Anything but a mousie game, MAPPY has tested well in all markets. Don't let the cat get your tongue, for more information contact your Bally Midway distributor.

*Mappy is engineered and designed by Namco Ltd. manufactured under license by Bally Midway Mfg. Co. Trademark © Namco 1983.

AMOA EXPOSITION
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Coin-operated gaming machines, coin-operated amusement machines, video games, pintables, flippers, juke-boxes, cash and prize bingo equipment, kiddie-rides, remote-controlled models, amusement rides, dodgems, fairground games, inflatable devices, pool tables, music background systems, shooting ranges, change-giving machines, coin-counting machines, logic boards, coin mechanisms, data retrieving systems, computer systems, security locks, screen printing, illuminated signs, specialist printing and suppliers of ancillary items.

DISPLAY THEM AT THE
1984 AMUSEMENT TRADES EXHIBITION INTERNATIONAL

Applications for Space are now invited

Prospectus available from:

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"ROC 'N ROPE" Thriller Game Conversion Kit By Interlogic

"ROC 'N ROPE", a video game that provides cliff-hanging suspense as its heroic player battles monsters and obstacles on a rope-climbing quest to capture the "ROC" — The Bird of Fortune — is being marketed by **Interlogic, Inc. of Rosemont, Illinois.**

"We were excited by the tremendous positive response from operators when "ROC 'N ROPE" was shown at the AOE show in March," said **Ben Harel, President of Interlogic,** "and it has been in the top 10% of games in arcades where it has been tested during the last two months."

This challenging game for persons of all skill levels is a creation of **Konami Industries of Japan,** designers of such successful games as Scrabble, Tut, Super Cobra, Time Pilot and Gyross.

Interlogic has exclusive sales rights in North America for "ROC 'N ROPE", which is available in a complete, easy to install conversion kit and a standard arcade unit.

In "ROC 'N ROPE", cute monster type characters, dangerous dragons and coniving cavemen, try to thwart the hero's attempt to score points while climbing a rope to the top of the hazard-filled canyon.

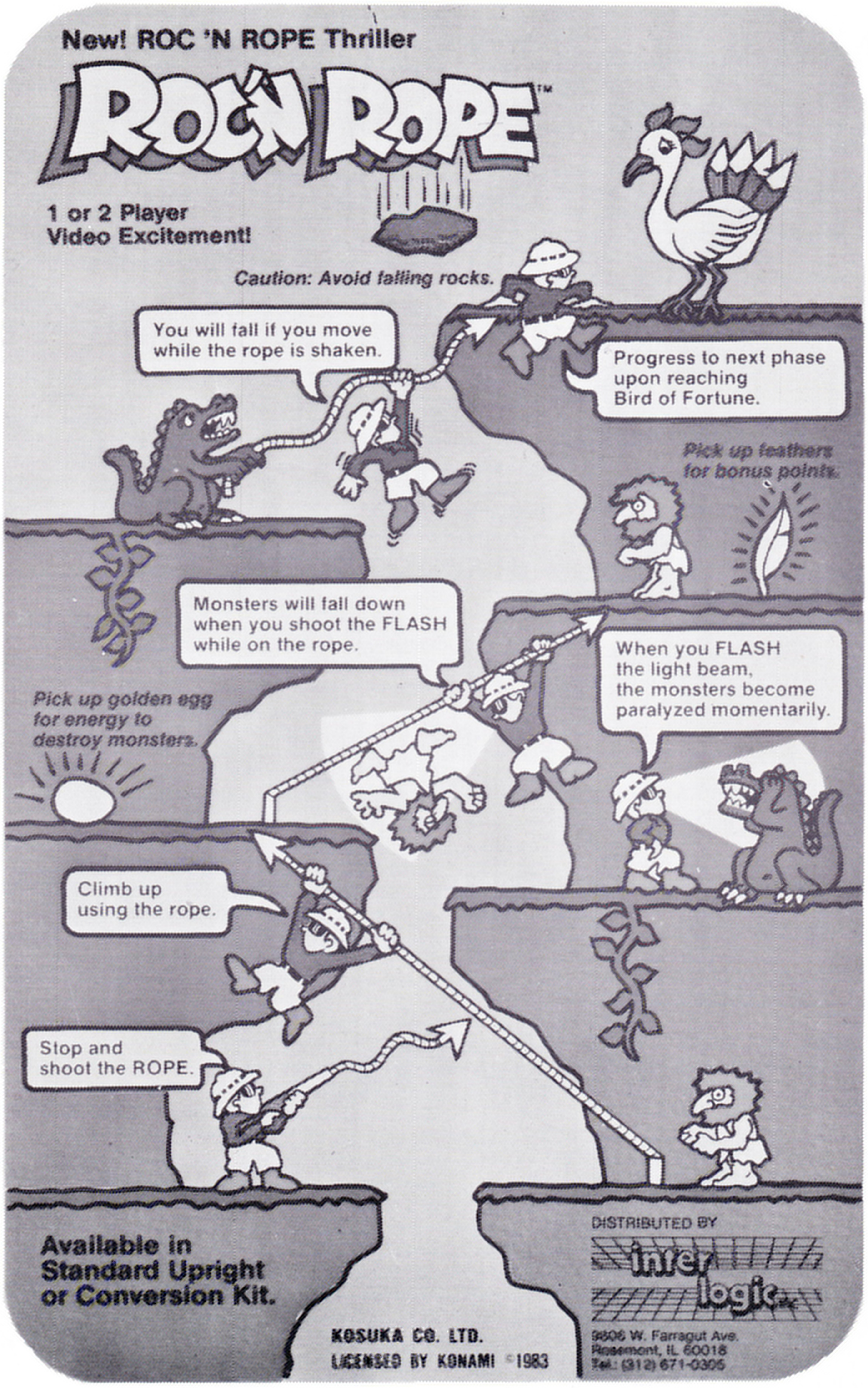
The player's ultimate goal in this action-packed thriller is to catch the Bird of Fortune (The ROC), perched atop the canyon. While the player combats his colorful enemies, he must avoid falling rocks thundering from the sky that are aimed to end his sensational safari.

The player is armed with a "ROPE" gun that he fires from cliff to cliff to secure his climbing rope on his upward journey. "ROC 'N ROPE" is literally a cliff-hanger from the instant the drama begins at the canyon's lowest plateau. After blasting away with his "ROPE" gun at the cliff above him, the plucky player begins to expertly climb his rope across the canyon as rocks crash down towards him. While attempting to rope his way to topside victory, the player can stop at a cliff to pick up golden eggs that give him renewed energy and accelerated speed to crash into his enemies and destroy them.

Should he survive, the player can shine a magic light beam into the eyes of the adversaries who tirelessly try to make his mission impossible. One zap from his wondrous weapon and the demonic dragons become momentarily paralyzed, giving our hero time for a fast climb-away.

"ROC 'N ROPE" has four entirely different "obstacle courses" that become increasingly difficult as the player progresses to the next cliff nearer to his quest to reach the Bird of Fortune. Bonus points are awarded for picking up scattered feathers fallen from the Bird of Fortune. Even the hero's trusty rope turns against him as he nears the top. He will fall if he moves when the rope is shaken by a dragon.

Complete detailed information is available at select distributors or by writing or calling Interlogic, Inc., 9806 West Farragut Avenue, Rosemont, Illinois 60018, Phone (312) 671-0305, Telex: 270359 INTRLOGIC ROSM.


New! ROC 'N ROPE Thriller
ROC'N ROPE™
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Video Excitement!
Caution: Avoid falling rocks.
You will fall if you move while the rope is shaken.
Progress to next phase upon reaching Bird of Fortune.
Pick up feathers for bonus points.
Monsters will fall down when you shoot the FLASH while on the rope.
When you FLASH the light beam, the monsters become paralyzed momentarily.
Pick up golden egg for energy to destroy monsters.
Climb up using the rope.
Stop and shoot the ROPE.
Available in Standard Upright or Conversion Kit.
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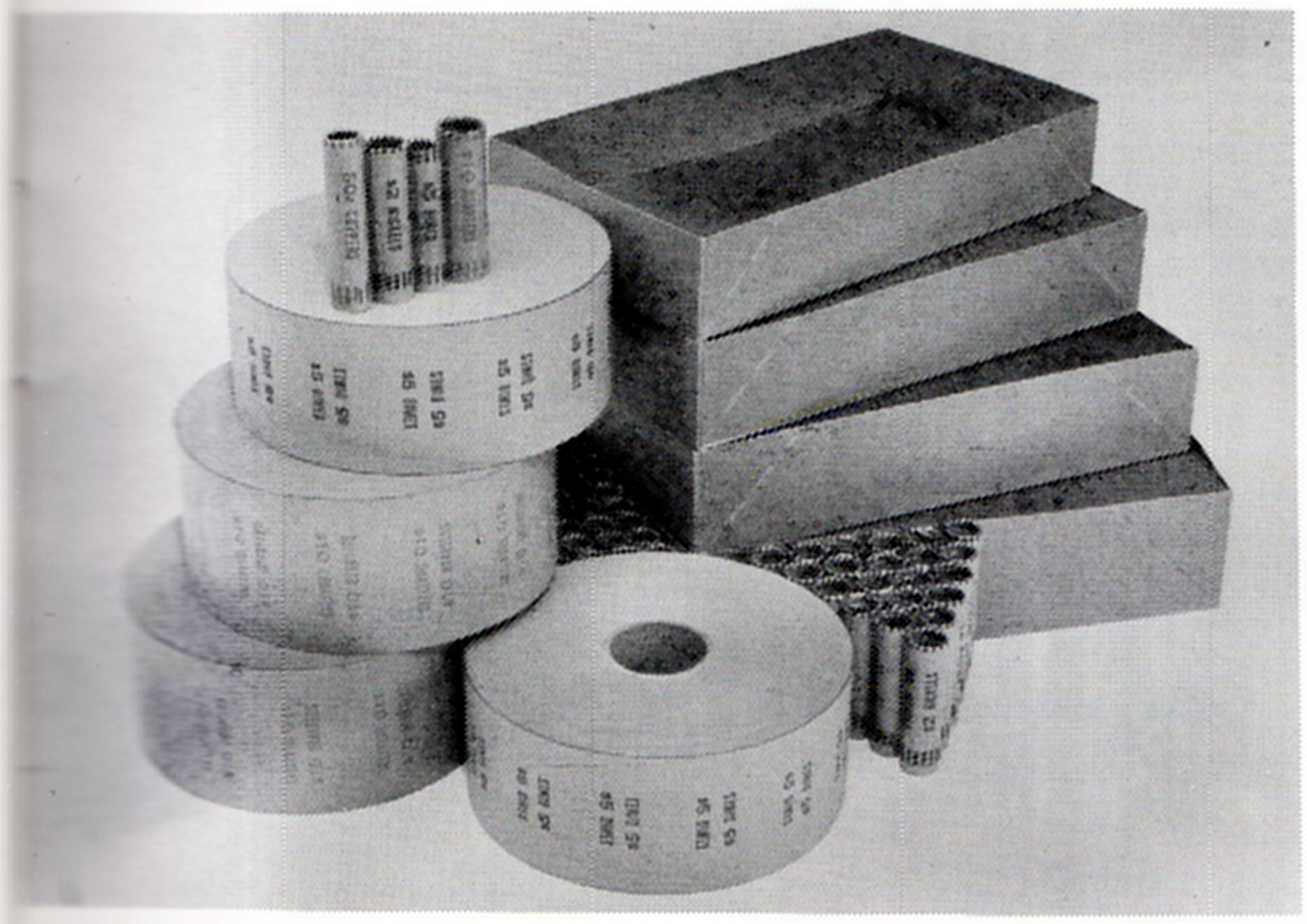
Cash Rolls Of Canada Manufactures Quality Coin Handling Products



. . . A "One-Stop" Coin Handling Manufacturer

Cash Rolls of Canada is engaged in the manufacture and distribution of quality coin handling products. . . and specifically cater to financial institutions, automatic vending and amusement operators. All of their products aid in coin handling and counting.

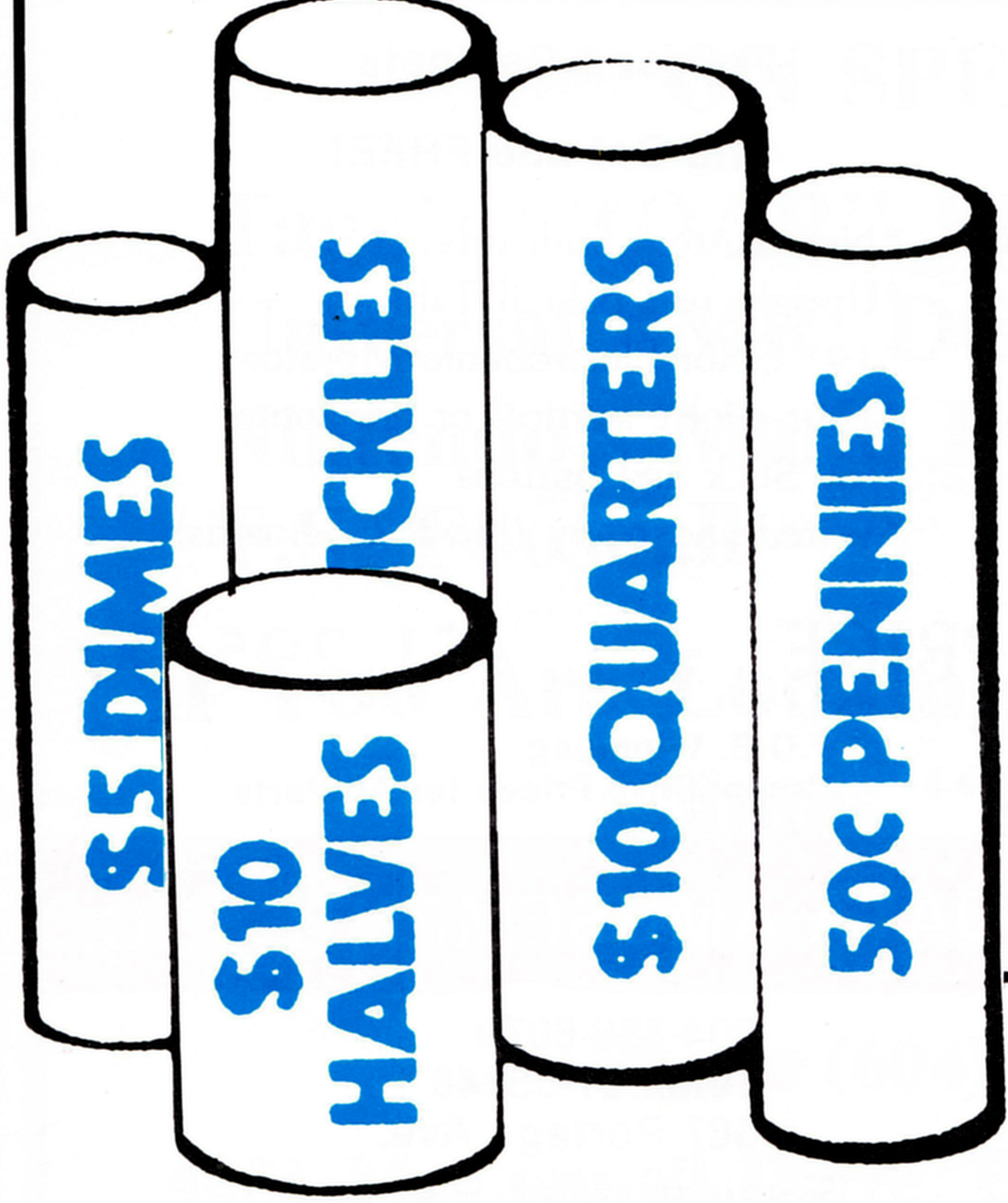
1. **Crimped-End Cartridge Coin Wrappers**
   - — these wrappers are cylindrical in shape and crimped at one end.
   - — the crimped end and cylindrical shape offer greater ease and speed in coin wrapping.
2. **Flat-Tubular (pop-open wrappers)**
   - — as the name suggests these wrappers are flat and must be "popped-open" by the operator.
   - — these wrappers can be transported from place to place with great ease since they are not very bulky and as a result can be used by small operators that have many locations.
   - — guaranteed not to open at seams.
3. **Automatic Cash Rolls (for automatic coin counting & wrapping machines)**
   - — automatic cash rolls are essentially used in automatic coin counting and wrapping machines for fully automated coin rooms.
   - — all of our products are made from strong, durable kraft paper.
   - — colour coded to C.B.A. standards for easy product indentification.

Cash Rolls of Canada was established approximately 3 years ago in the Toronto area and has been serving customers in the general Southern Ontario region. Current expansion program includes setting up a distribution network across Canada which involves seeking new dealers in all major centres. The company is also currently involved in an aggressive promotional campaign to introduce its products for the first time nationwide, at feature prices until August 15, 1983.

The objective of the company is to become Canada's "one-stop" coin handling products manufacturer.

Cash Rolls of Canada originally a division of Pydel Enterprises Inc. headed by **Vincent Pileggi,** welcomes the recent addition of **Joseph Cordiano,** who holds a masters in business administration as co-owner and manager.

Summer Specials



- Crimped-End Cartridge Coin Wrappers: $6.75/M (per thousand)
- Flat Tubular (Pop-Open Wrappers): $3.75/M (per thousand)
- "Automatic Cash Rolls" (For Automatic Coin Counting & Wrapping Machines):

Unbleached, Natural Kraft Paper:

6'' Roll - $ 3.95/Roll
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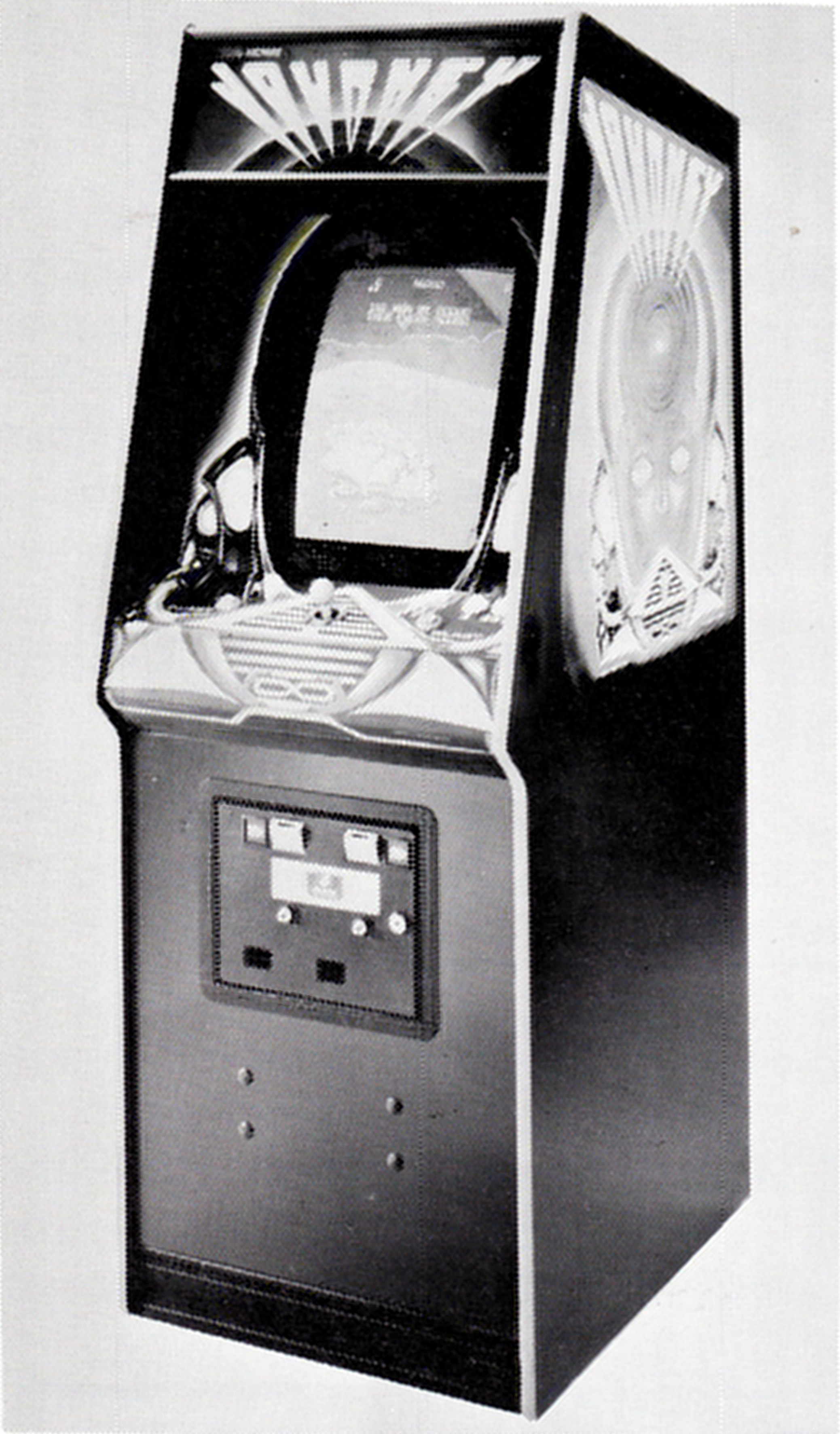
The Hottest Band In The Country "Journey" Is About To Become A Video Game — Via Bally Midway!



The stage is set. . .the concert is about to begin. But not until the player helps **JOURNEY** retrieve their instruments, ward off feverish fans and take control of the stage for an awesome rock 'n' roll event!

The creative union of video with the world of rock is only one reason why JOURNEY is destined to become a lasting arcade trend. Through a specially designed digitized process, playing excitement is further enhanced as Journey band members appear to be moving in response to the action of the game.

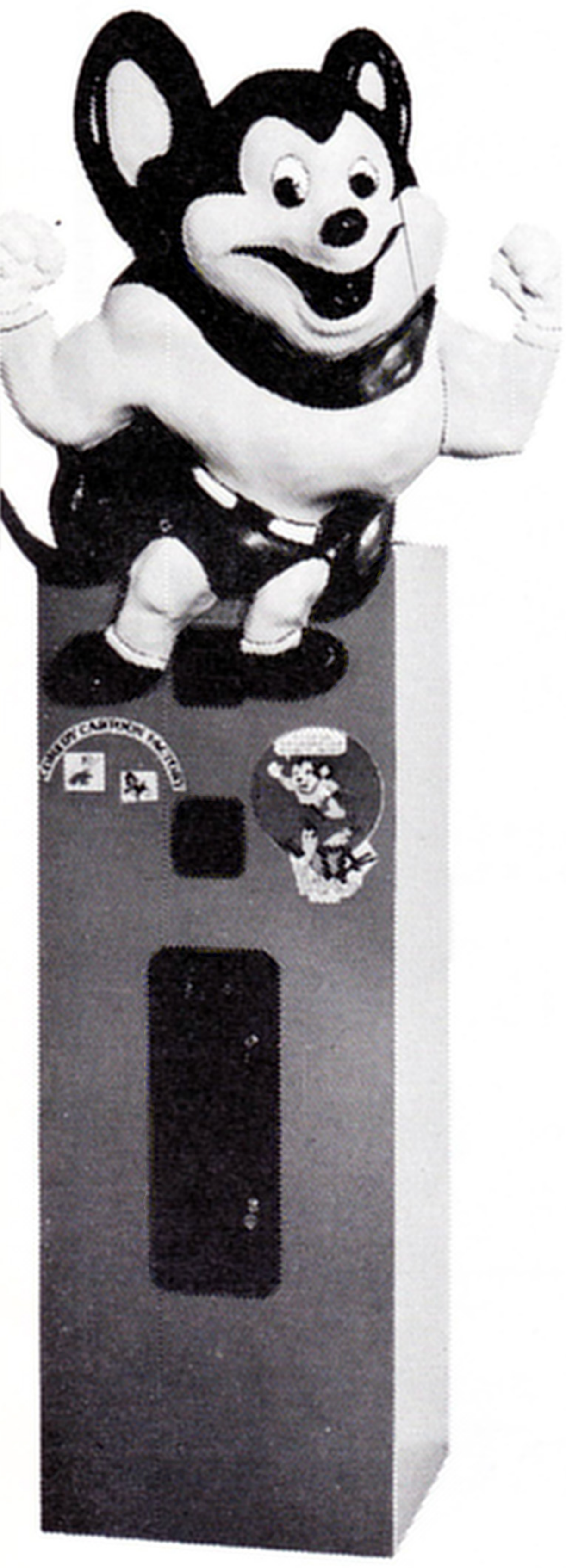
Synthesized Music Soundtrack

Actual photos of Journey have been converted into computer representations that are stored and programmed to correspond with various phases of the game. As the player moves and directs figures through a series of challenges, on-screen images of band members will also move and "pose" to create added realism.

Combined with a synthesized music soundtrack heard throughout the game, and the live tape recording of the hit song "Separate Ways," played through stereo speakers during the bonus rack, JOURNEY is an absorbing new experience in sight and sound!

The popularity of the band, their current hit album "Frontiers" and their nationwide tour (now in progress) combine to make the JOURNEY arcade game number one with a bullet. After only a few weeks of test marketing, JOURNEY has become a top game in all locations. For futher information, contact your Bally Midway distributor.

Comedy Cartoon Show



Pre-sold cartoons featuring the ever popular "MIGHTY MOUSE", "HECKLE & JECKLE" "DEPUTY DAWG" and all of the VIACOM color and sound, are new from COMEDY CARTOON FACTORY with great variety of 50 cassettes with four 2-1/2 minute cartoons on each.

Just seen at the **AOE '83 show,** the unit is in an ARCADE cabinet to conserve space.

Specializing in our growing market of kids ages four to ten, these 2-1/2 minute show stoppers create a new profit center in malls, shopping centers, and of course arcades and FAMILY ENTERTAINMENT CENTERS. Children can see 4 different movies for 25¢.

For more information about this attraction grabber for young kids, contact: **Comedy Cartoon Factory Inc.,** 460 Sunrise Highway, Valley Stream, New York 11580. Tel. 516-872-9262.

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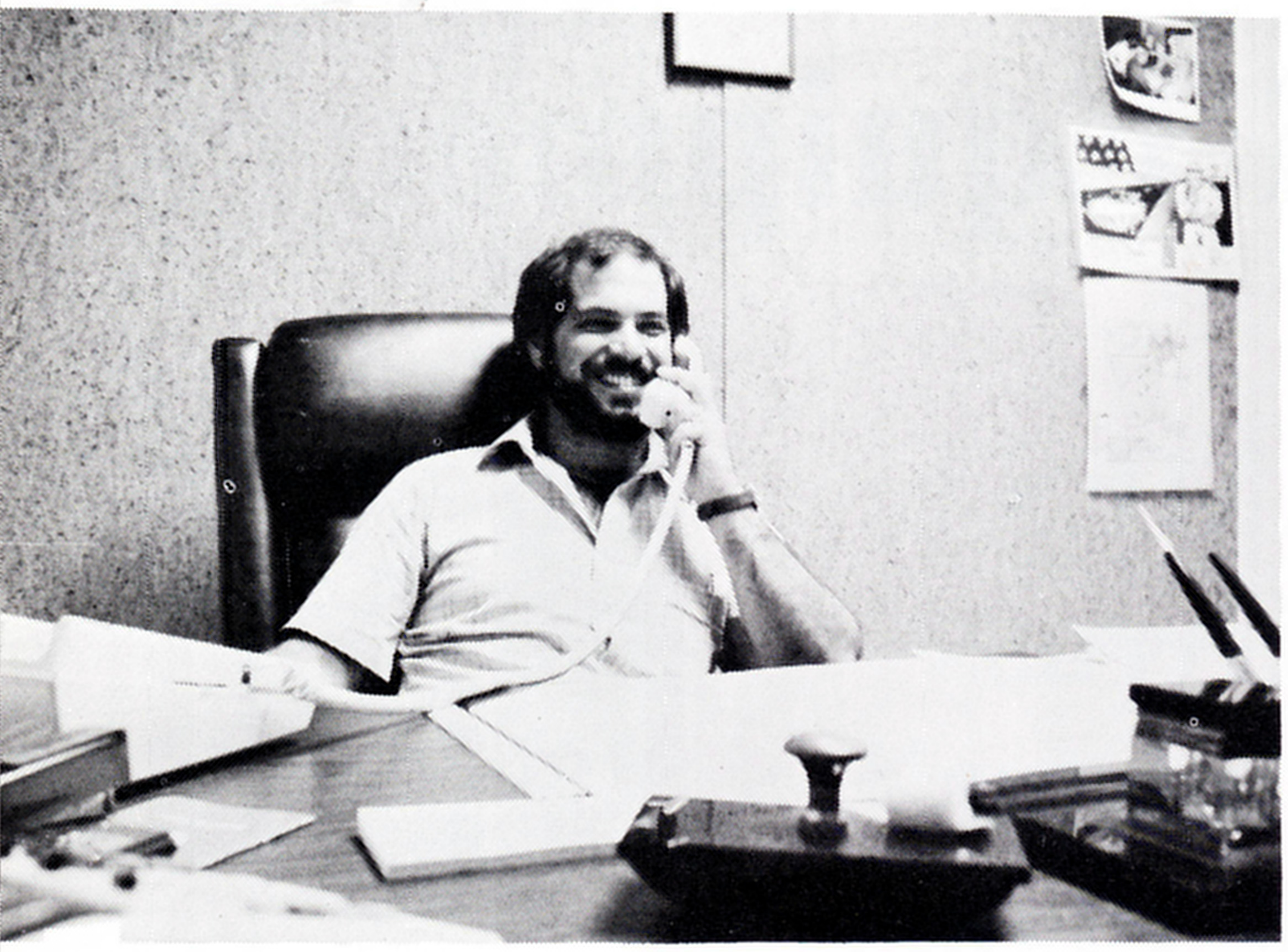
SMS Manufacturing Corporation Introduces A New Breed Of Game



Our first impressions of **Sal Mirando,** president of **SMS Manufacturing Corporation** are ones of a man of great energy, intelligence, and sincerity. He is dead serious about the video game industry and equally serious about his own company and its part in that industry.

Sal loves the video game business not only because of its enormous money-making potential, but because of its constant challenge and quick turnover.

"One has to be aware of every change in the market and the only way to do this is to be totally involved in the business. You can't just sit back an watch it happen, you have to **make** it happen! This business grew up in the last five years (coincidentally, that is when Mr. Mirando entered the business) but the decision-making and marketing process in general have remained the same as when the industry was small, unsophisticated, and "backyard."

Mr. Mirando is representative of the new generation of video game decision-makers coming out of colleges and universities; with enormously sophisticated marketing and administrative skills, that are totally compatible with the needs of the new, more complex, multi-million dollar video game industry of today.

He makes his decisions based on careful analyses of his markets an meticulously plots his advertising strategies with his ad agency, Crystal, Billotto Associates. Sal Mirando and his agency believe in using the exact same high-profile advertising techniques as the video game giants with a slightly less giant budget.

Mr. Mirando believes the major video game manufacturers are greatly undermining the strength of the industry by simultaneously licensing popular games to the T.V. industry. They are taking away business from the operators who are, and always have been the backbone of the industry. With such sophisticated developments in the home video business such as arcade-quality graphics, memories, and sound modules, why should people spend their money in the arcades? The arcades, on the other hand, are so legally **over-**regulated in many areas, that even as a social meeting-place they have lost desirability. Operators employ an enormous number of people who otherwise might be unemployed and the vast numbers of dollars they are spending on locations help people who might otherwise not be able to make ends meet. Although the operators are putting these enormous quantities of money into the economy at great expense to themselves, most "Town Fathers" still view these men as less than desirable and the laws regulating video game locations have become more and more strict.

SMS Manufacturing Corporation Specializes In The Manufacturing Of Video Card Games

In an industry as fickle as the video game business, this in itself would make SMS unique. However, the most unique feature in all games manufactured by SMS Manufacturing Corporation is that they are entirely MADE IN AMERICA by AMERICANS. The games are developed by SMS and all its principles are employed by the company. Everything from the P.C. Boards to the cabinets are manufactured in the U.S.A.

There isn't a single component that is not readily available from a local retail, electronics store, or from their extensive repair facility. Both the Wells-Gardner T.V. Monitor that goes into the games and the Willis Graphics that go on the games are AMERICAN products. Diagrams and schematics are readily available — in ENGLISH!!

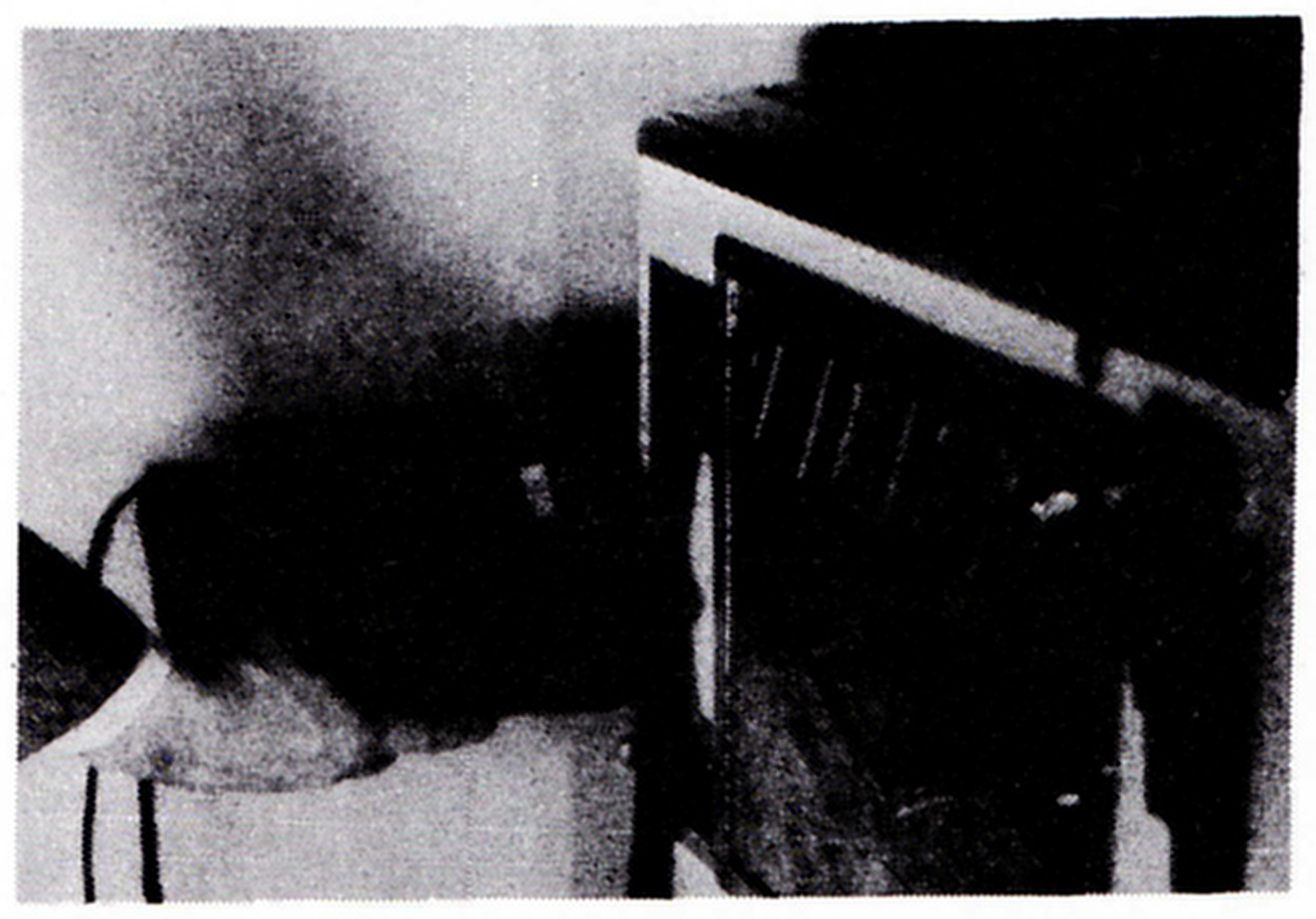
SMS Manufacturing Corporation is one of the new companies that has been spawned by the video game industry. They have increased thier manufacturing facility to an impressive 35000 square feet from its humble beginnings of 6000 square feet.

This growth attests to the fact that SMS Manufacturing Corporation and its president Sal Mirando are growing with the industry and are ready to meet its challenges with new and progressive methods to keep them and most important... Their Operators on Top!

"The Operators are the real strength of the industry and the Manufacturers owe them 100% Loyalty."

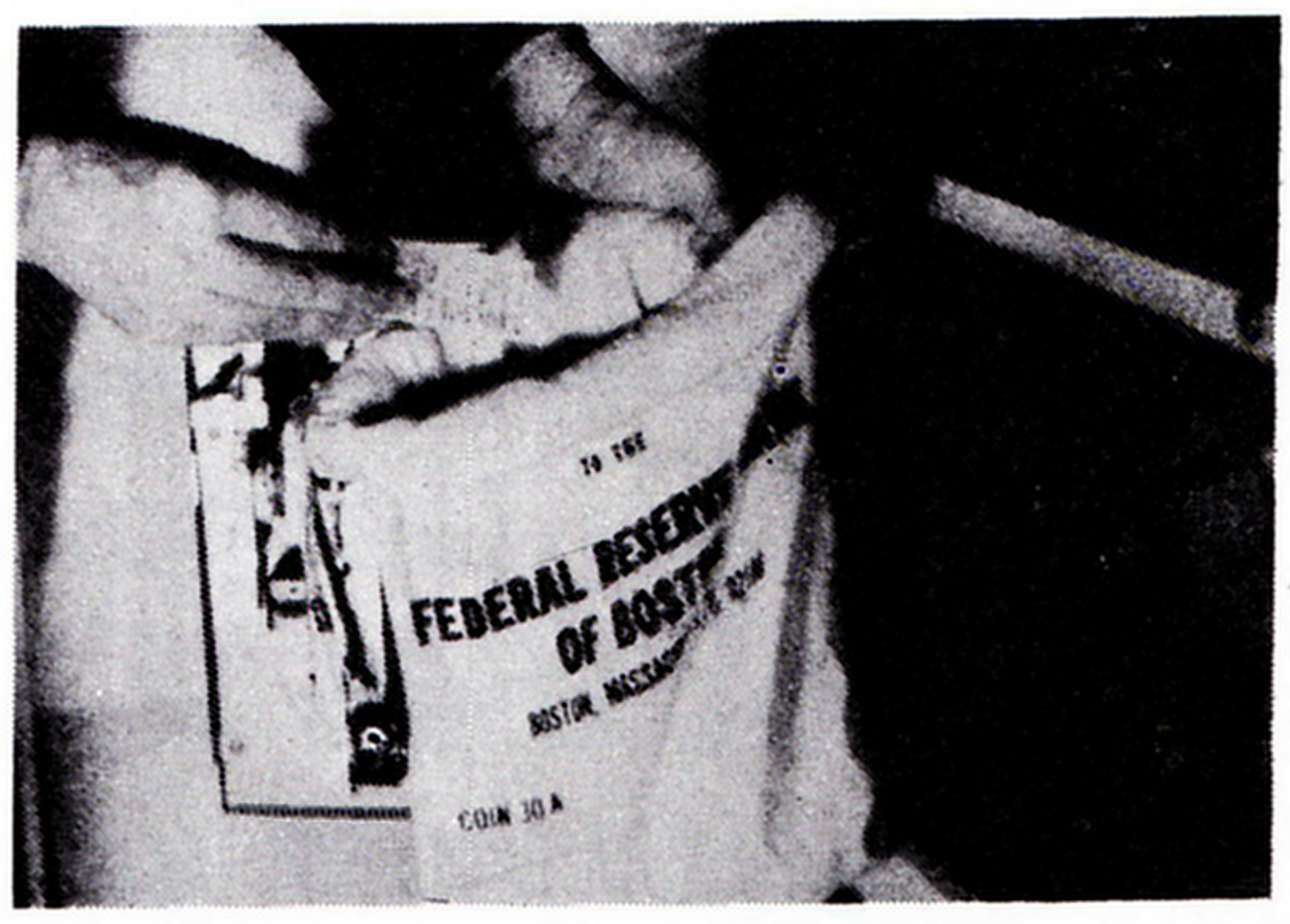
SPEED UP COLLECTION TIME BY 40%

The ITS system includes the installation of an electronic totalizer in each machine which transmits collection data through a beam of light to the ITS microprinter.
With this, collections are as simple as 1, 2, 3.



Step One

"Interrogate" the machine. ITS Microprinter can print two receipts.



Step Two

Empty the cashbox and put one receipt in the bag.

Step Three

Hand the second receipt to the location owner. Your collector takes all the cash.

- Reduce the collector's work. With no time wasted counting quarters, he can cut collection time by 40%.
- Gain more than just a count. The receipts show the machine's serial number, the date and time of the collection—as well as the amount of money in the cashbox.
- Enlarge the possible ways of doing business. For example, by keeping the cash and mailing a check, you have additional short-term capital for 2-3 weeks; or, by giving the keys to trusted locations, your collector can interrogate the machine and have the location give him a check on the spot.
- Gain the confidence of location owners, especially those large chains that demand total accountability. Prospective new accounts will be impressed with your professional sales presentation.

Also available: The TT-7 with 14-character Alpha-numeric reprogrammable identification code.

Call or write us for details.
You owe it to your business to find out more.

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Please send me more information on your ITS cash accountability system.

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Company ____________________

City ____________ State ____ Zip ________

I operate ☐ under 250 machines ☐ 250-500 machines ☐ 500-1,000 machines ☐ over 1,000 machines

Congo Bongo
Congo Bongo
SEGA

Sega's Congo Bongo™ The Hot One For The Summer Of '83

Summer is coming, and with it summertime video game players! With time on their hands and freedom from the cares of school studies, players from coast-to-coast will be looking to play the hottest new games . . . and the hottest of the hot is **CONGO BONGO from SEGA!**

CONGO BONGO presents exciting, 3-dimensional-like graphics in four vivid scenes of ultimate jungle adventure. With jungle drums and native sounds to enhance gameplay, players of all ages are continually challenged as they help the fearless Hunter chase after Bongo, the mischievous gorilla.

"Congo Bongo is the perfect game for the Summer of '83 because it appeals to all members of the family," said Frank Fogleman, Vice Chairman and Chief Operating Officer of SEGA Electronics, Inc. "It is easy enough to appeal to casual players, yet offers ample challenge to anyone who dares to master it." Experience has shown that the game attracts and draws big cashbox from players of all age groups, youngsters to grandparents.

Simple game controls and great gameplay antics assure CONGO BONGO's universal popularity as Bongo is pursued up Primate Peak, across Snake Lake, around Rhino Ridge and finally to Lazy Lagoon for a hilarious finale.

Gameplay satisfies an entertainment need in everyone who plays, yet special attention must be given to its effects. "The gameplay of Congo Bongo fulfills everyone's desire for adventure," explained **Bob Rosenbaum, Vice President of Marketing and Sales,** "yet the game has also been carefully designed to combine adventure with mischief as compared to other games which combine action with mayhem. Family members enjoy Congo Bongo because it is upbeat entertainment."

CONGO BONGO is a game with "legs" and wide audience appeal. Income reports show that CONGO BONGO does well in family locations, on street locations and in game rooms. CONGO BONGO is also being banked in arcades with great success.

SEGA has announced an increase in production to satisfy the demand for CONGO BONGO. "We are fortunate to have highly flexible production capabilities to respond quickly to the demand Congo Bongo has created," Rosenbaum noted, " while at the same time reacting to the current strong requirements for Star Trek™ (another recent introduction)."

With current production runs of CONGO BONGO sold out in advance, and future runs rapidly being commited, SEGA management cautiously anticipates a breakout from the sluggish sales period the industry has endured. "In spite of the fact that many people are discussing soft market conditions, we find ourselves very fortunate to have Congo Bongo to help generate large numbers," Fogleman asserts. "While others in the industry may be expecting a bleak summer for the coin-op business, we look forward to an excellent season."

Outstanding graphics, wide player appeal, excellent income reports and increased production all add up to The Hot One For The Summer of '83. They all add up to CONGO BONGO.

British Companies Honour Tom Leon U.S. Distributor

Five British manufacturers of top quality kiddie rides honoured their U.S. representative **Tom Leon** recently recently with a special award in recognition of the outstanding sales he had achieved for them on their behalf since becoming their agent two years ago.

Recipient of the award was **Mr. Thomas Leon, president of the North American Amusement Company in Rock Island, Illinois,** shown here receiving the crystal and mahogany tantalus (decanter set) from **Mr. Gordon Jewkes,** the British Consul General in Chicago.

The companies making the award are Newborough Kiddie Rides Ltd., Bafco Limited, Whittaker Brothers, Pan Amusement Products Ltd. and MKC Designs, whose products can be found in amusement centres, shopping malls, theme restaurants, arcades and parks and recreation areas throughout the U.S.

Following the award Mr. Leon said: "I am extemely grateful to the five companies for honouring me in this way."

Continued from page 12 G

Harry Gordon's Centennial Coin Ltd. Of Toronto And "Starcade" Arcades.

engine which we've tried out. We tried out small Japanese Datson trucks in the Maritimes but we won't be buying any more of them. They were great, our people liked to drive them and the economy of operation was good but, the service; That's another story as there are no quick parts availability. If new bits and pieces are needed through wear and tear, failure or, bang-ups, the truck would be out of action for two or three weeks awaiting spares and replacements. That's no good to us so, much as we liked the vehicles otherwise, they're out for us on the score of service. For the few large vehicles we use we're looking at Diesels. Do you know anything about them?

Comment:

Our spies tell us that the new 6.2 litre V8 Chev diesel engine is a good one, but the older 5.7 Diesel isn't worth a Tinker's Dam. One of two Western Operators are using the **6.2 Chev** and they are very pleased with it.

Question:

The new laser disc games coming along are apparently going to carry very much higher price tags than do presently offered Videos. In the U.K. they are set at 77¢ play and everything considered they'll have to have higher priced play when they come out here. What are your views on higher priced plays?

Answer:

I've never seen higher play prices as good for an Operator and certainly not for these times. Even 50¢ play didn't go over well when we tried it some time ago on such games as **"Monaco Grand Prix"**. By cutting it to 25¢ we're still getting good play on this game and I'd say this lower price has extended its life by 2 to 5 years. Neither many parents nor kids, have the money to spend they had a couple of years ago. They want more for their money even 2 × 25¢ play will extend the life of otherwise dead games.

Question:

What about home games affecting play on public coin operated Vidoes? Have you seen any evidence of this?

Answer:

I've been quoted in the "Toronto Star" as saying people are suffering from "video burnout". They get it on TV, from home games, and location games.Something different is needed to attract players and their money.We can only wait and see what the future brings in the way of new games.

Question:

Are you using convertible games?

Answer:

Legitimate ones, yes. We have to take advantage of every means we can to cut costs.

See Big Revival In Pinball Games

Question:

Do you see or, have you experienced any revival of interest and play in pinball games?

Answer:

I believe pins are coming back. Would you believe it but, we've six locations with 3 to 5 pingames each and they are providing the top earners in those locations even with such older games as **"Gorgar"**. People want the longer play a pinball game can give them. They are coming round to realize that they have more control over what is happening in a pinball game than they do in a Video, and that more skill is required. There's a lot of life left in Pinballs yet, don't write them off, I don't.

Question:

Harry, who are the principals of **Centennial Coin Ltd. and Starcade?**

Answer:

For Centennial they are: President — Harry Gordon; Secretary-Treasurer — Jerry Crowe; Vice President — Lou Scala.

For Starcade: President — Herb Taylor; Secretary-Treasurer — Harry Gordon; Vice Presidents — Bob Taylor, Jerry Crowe, Lou Scala, Steve Taylor.

Question:

If I'm not mistaken, doesn't Pat play an important role in the business?

Answer:

My wife **Patricia?** She sure does, she handles all the office work. We were married in 1960 when she was secretary to **Reg Gilchrist and Jimmy Gauvreau at R.C. Gilchrist's** Dundas Street Headquarters in Toronto. They've often said they gave her away to me and I've owed them for her ever since, and I sure do! She knows the industry from away back and has been a great help to me and the firm!

Question:

Looking back Harry, have you any regrets about making coin-operated machines a career?

Answer:

No regrets at all, it's been a good business to me and I've been very happy in it. It's an exciting business with every day bringing something new along. Besides, one meets an incredible and interesting collection of people from low-life to millionaires. It's a bit difficult now but, so are most other businesses these days. I'm convinced it's just a phase, and things will return to a more normal state of affairs, probably next year after a shakeout for the remainder of 1983.

For Sale
Used Colored PCBs

Space Invader	$ 75.00
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Continued from page 12 H

Centennial Coin I.T.S. Collection System

Question:
I know the Radio Shack TRS 80 is a very popular business computer with Vending Operators and other coin operators, but why **I.T.S. . . .** what induces you to buy its product?

Answer:
We didn't go for the **I.T.S.** units without a lot of thought and investigation. For one thing, that Company seemed to specialize more for music, games and amusement people such as we are. Their people certainly took a great interest in us and have been extremely helpful all along. We did approach the other major coin mechanism makers but somehow we got the impression they weren't all that interested in the games business but, were making their major efforts towards the Vending industry. That's the way we saw it, and we've played it accordingly without any regrets whatsoever.

Question:
What put you in touch with **The I.T.S. (International Totalizer System)** Company in the first place?

Answer:
As far as I can recall we either saw an **I.T.S.** advertisement or read a story about it in one of the trade magazines. About April a year ago we contacted **Ed Schroeder of I.T.S.** in Boston, and we also talked to **Peter Lillios.** A a result of our conversations, and study of the equipment, **Herb Taylor, Jerry Crowe** and I flew down to Boston late last summer. There, we talked with the **I.T.S.** people, saw their equipment, and also saw it being used. We were very impressed with the Management of this Company and their products.

We went on to place an order for some examples of the **I.T.S.** Arcade Model and we also bought the Radio Shack TRS-80-II computer to go with the system, to provide the information we wanted . . . Though we did appreciate **I.T.S.** units can be used on their own, and not tied into an office or other computer. We put these pieces of equipment into an Arcade at Simcoe last January, so we've had about six months experience with it, and it's been absolutely great! Naturally we wanted to be sure we made the right decision and that's why we initially installed it in machines of our Starcade in Simcoe as this location is close to our offices in Toronto and we've been able to exercise very close control over it. We know very well what it's doing and what goes on there!

I'm happy to say that the **I.T.S.** installation confirmed what we knew about the Simcoe Arcade to within 1%. It was right on with our own figures which had to be obtained previously by the expenditure of a great deal of time and effort in checking.

Question:
Did you install **I.T.S.** in every piece of equipment in that **Starcade?** Will you go on to purchase more of it?

Answer:
It was put into every game in the Arcade. We've now ordered a hundred units to go into other Arcades and eventually we hope to have all our **Starcades** fitted with **I.T.S.** units reporting directly to our office computer which produces printouts for us here at head office.

A Brief Description Of I.T.S. Equipment And Its Operation

The I.T.S. Model Centennial and Starcade are using is the T.T.7 Arcade Audit and Security — which incorporates a Micro-printer. The company offers these systems at present:

- The TT-5 for route accountability purposes
- The TT-7 for arcade audit and security
- The TT-7A "Draw Poker" accountability system.

The latter is beyond the scope of this article, but it has many basic features of the first two more especially the second, as can be judged from its designation of TT-7A.

Basically the system consists of two main units, a totalizer installed within each Game or Juke Box, and an information extracting, hand-held unit, (the interrogator). The purpose of the Totalizer is to collect information in respect of what is happening within a game and to it, from outside attention.

This unit, is in fact a micro-computer, with a memory in which information about the particular machine to which it is connected is obtained and stored. The Totalizer is wired into a light on the front of the game, situated to one or the other side of the coin door. The light comes on green and goes off each time a coin is counted by the Totalizer. When a small hand-held collecting unit, a micro-printer, is put to the light emitting diodem (LED) the latter by a patented coding feature "blinks" out the information from the in-machine Totalizer to the portable interrogating unit. This in turn holds the information it gets from each game. It will, on demand, print out this information onto a slip and one interrogation unit can deal with hundreds of games or juke boxes.

The Arcade Audit and Security System collects information from individual Games or Juke Boxes by means of in-machine totalizers. At specified times, the Arcade Manager uses the location's specially encoded **Arcade Reader (interrogator)** to collect the information stored in the machines' **Totalizers.** The Arcade Reader is then placed into a computer interface block and auto answer telephone modem situated in the arcades' premises. Through these, the information is passed on to the computer in the Operating Company's head office. The office computer will then process the information from an Arcade and provide a printout for the use of Management.

Basically, this is the system used by **Centennial Coin and "Starcade".** However, the ITS System has great flexibility; **Totalizers** can be set to collect a variety of machine information and so deal with various types of coin machines. Multiplex units can also be provided to deal with hundreds of machines in a number of Arcades.

Such is a simplistic description of **the I.T.S. International Totalizer System** about which Mr. Gordon waxes so enthusiastically.

The International Totalizing Systems
1244 Chesnut Street
Newton Upper Falls, Mass. 02164
(617) 332-4400

Bill Rosenfield

Continued from page 8

Question:

Surely these people still aren't starting up, still coming into the industry?

Answer:

Regrettably they are, every day. There may be a net loss because many are desperately trying to get out, but two get out, and another one pops up, so it'll take a time to get rid of all, or most of them.

Question:

Do you think that home games are cutting into the play of coin-operated games in Arcades and other locations?

Home Games Enhance Our Industry

Answer:

On the contrary, I think they enhanced the coin-operated games business. Families play home games and see there's nothing bad or wrong about them. Thus, they are not fearful of their children playing games in commercial locations. Furthermore, they even try commercial videos themselves because there's just no comparison in playing them compared to home games. Graphics, the picture and the action is better and clearer, and so is the excitement of an Arcade, or other public location. I'm convinced that home games have in fact **helped** the coin-operated video games business.

Restrictive Legislation Can Cause Great Damage To Our Industry

Question:

At the recently held **Metropolitan Amusements Association of Canada meeting** you expressed a great deal of concern about a Toronto City By-law which is now being interpretted in a manner which could be very detrimental to the industry. Do you see a rise in restrictive legislation? Are authorities being more aggressive?

Answer:

Changes have certainly occurred because legislators are becoming more sophisticated in their methods . . . Whereas in the past, we used to get advance notice of new legislation and changes taking place. Now, we do not, and usually by the time we become aware of them, they are faites accomplis which makes it very difficult and expensive for us to do anything about them.

It's very much easier to deal with matters before they come to a head than afterwards. Legislation can often be stopped or amended in its early stages, but once something becomes law it's hard to get it changed. And of course, a person or business is subject to its provisions until it is altered or removed. During this time great damage and hardship can result to a person or industry.

Now, we find many of these laws and regulations and reinterpretations are being sneaked in quietly by politicians and authorities so that we don't even know about them until they affect our industry. And, even if we do find out about them before they are passed, it is often too late to properly prepare a good case against them. We find it increasingly difficult to defeat new legislation before it is voted upon because of these new tactics.

Another development which is currently taking place here in Toronto relates to By-laws which have been around for years.

Recently the authorities have begun to interpret these in a different manner to the detriment of our industry. They are getting around past rulings via new interpretations. Some of these are now before the courts and have to be fought!

If not defeated then we can look for other municipalities throughout the country to adopt these same procedures to hurt our industry.

There is always the politician who wants to get his or her name in the papers or face on TV or appeal to a certain group of people as saviours of the public morality. These people periodically cause our industry trouble.

Question:

We believe that the Canadian Music Games and Amusements industry has a very good image with the public. Video games and pinballs are certainly patronized by a very large and wide spectrum of people. Why do these problems with ages, zoning, etc. still occur?

Answer:

As I've just mentioned, there are politicians, who for their own ends, will listen to and take up anything which they think will publicize or otherwise help their careers and get votes. There are other individuals and groups who misguidedly act in a somewhat similar manner and it's they who initially stir up trouble in the hope of getting votes, or to see their biased, unfounded and often bigoted viewpoints become the dominating factor in our social lives. These people are really a very small but the majority of the people take no position.

Consequently the true merits of what the antis say are never examined or, seriously challenged.

There is little publicity for the opinions of psychiatrists who come out in favour of games, of doctors who recommend the use of Video games to help patients' physical and mental co-ordination or, to strengthen hands and arms. What we are getting is legislation against games on an individual plane. . . . It's a constant thing which the industry has to be aware of and combat!

Another thing which must be closely monitored is the increasing interest by authorities in raising more money by taxation and licensing. This is particularly evident in the Province of Quebec but it's creeping in elsewhere, too, and must be watched closely and opposed.

Question:

What is the actual state of the industry today, Mr. Rosenfield? In your position you are well placed to know what's going on across the country; what are your estimates of the situation in respect of operating? How much down is it with its peak year?

Answer:

I'd say any Operator who is down only 30% is lucky . . . But some report only 15% and others are up to 50%. Anyone who doesn't realize that, won't face reality. There are some good spots which are holding up but a good realistic average right now is anywhere from 30 to 50% down in income for many.

Question:

How can Operators survive under such depressed conditions?

Answer:

We, at New Way Sales, often tell people to pull back. We say to them, "Buy wisely, buy what you need but don't

Continued on page 60 D

Bill Rosenfield

Continued from page 60 C

over buy. Don't get into a hole now. You are going to need a lot of new equipment when the upturn in business comes along at the first of the new year. There will be many technological advances and Operators will have to take advantage of them in order to stay competitive."

Many Operators who don't or won't conduct their operations on a solid businesslike basis will go under. The ones who don't panic, who operate on a sound basis will survive and prosper.

Question:
Isn't there a lot of paper out; aren't even some of our well established, long-time Operators in debt up to their eyebrows? Will a lot of firms go under?

Answer:
There is a considerable amount of outstanding debt and some operators will certainly go belly-up — many already have and others will follow. Most of these will be newcomers to the Industry and many of these aren't proper industry businessmen but midnighters and speculators. We know that many of these are desperately trying to get out already. And in so doing, they are causing further problems for serious established Operators. These later legitimate people do need support and we find some banks are being helpful in getting them out of their temporary "illnesses." A few bankers are acting realistically in respect of this business, knowing that there is nothing they can really do with repossessed equipment to get their money back.

After A Shakeout The Industry Will Be Healthy Again And Have A Great Future!

Question:
How does the future of the industry look to you, Bill?

Answer:
To legitimate Operators and Distributors who may be in deep trouble. . . . I say, "hang in there" because this present situation will change for the better.

There will still be some serious problems for the remainder of this year but I'm sure things will be sorted out by the end of it and become very much improved after the beginning of 1984.

"Meanwhile, realities must be faced. This is a time to consolidate, to buy carefully, to walk and not run, to get your house in order and be ready for the new technology coming along. Take heart, a lot of unfair competition is going to disappear, the economy will improve and better times are coming!!"

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Bally MIDWAY MFG. CO.

An Important Message to Copygame Operators...

TO: COPYGAME OPERATORS
FROM: BALLY MIDWAY MFG. CO.
RE: FINAL OPPORTUNITY TO AVOID A LAWSUIT!

Bally Midway Mfg. Co. has recently taken aggressive steps to discourage copygame importers, assemblers and distributors from infringing its Canadian copyright. Although these measures have resulted in lawsuits that have brought great expense to copygame violators, the problem of infringement remains rampant. As a result, we are left with little choice but take an even firmer stand in our efforts to halt operators who purchase and locate copies of Bally Midway games.

If you are currently an operator who has copies of Bally Midway's games on location, here's what you can do to avoid a lawsuit:

(1) Call collect to Mr. Ivor Hughes, Barrister and Solicitor at 416-738-0155 before July 29, 1983.
(2) Give us your name and the number of copy games you are operating.
(3) Deliver the P.C. boards along with $500 per game in U.S. funds.

This is your final chance to avoid a lawsuit. Effective July 29, 1983, Bally Midway Mfg. Co. will commence legal action. Taking the above measures will excuse you from any and all liability prior to this date.

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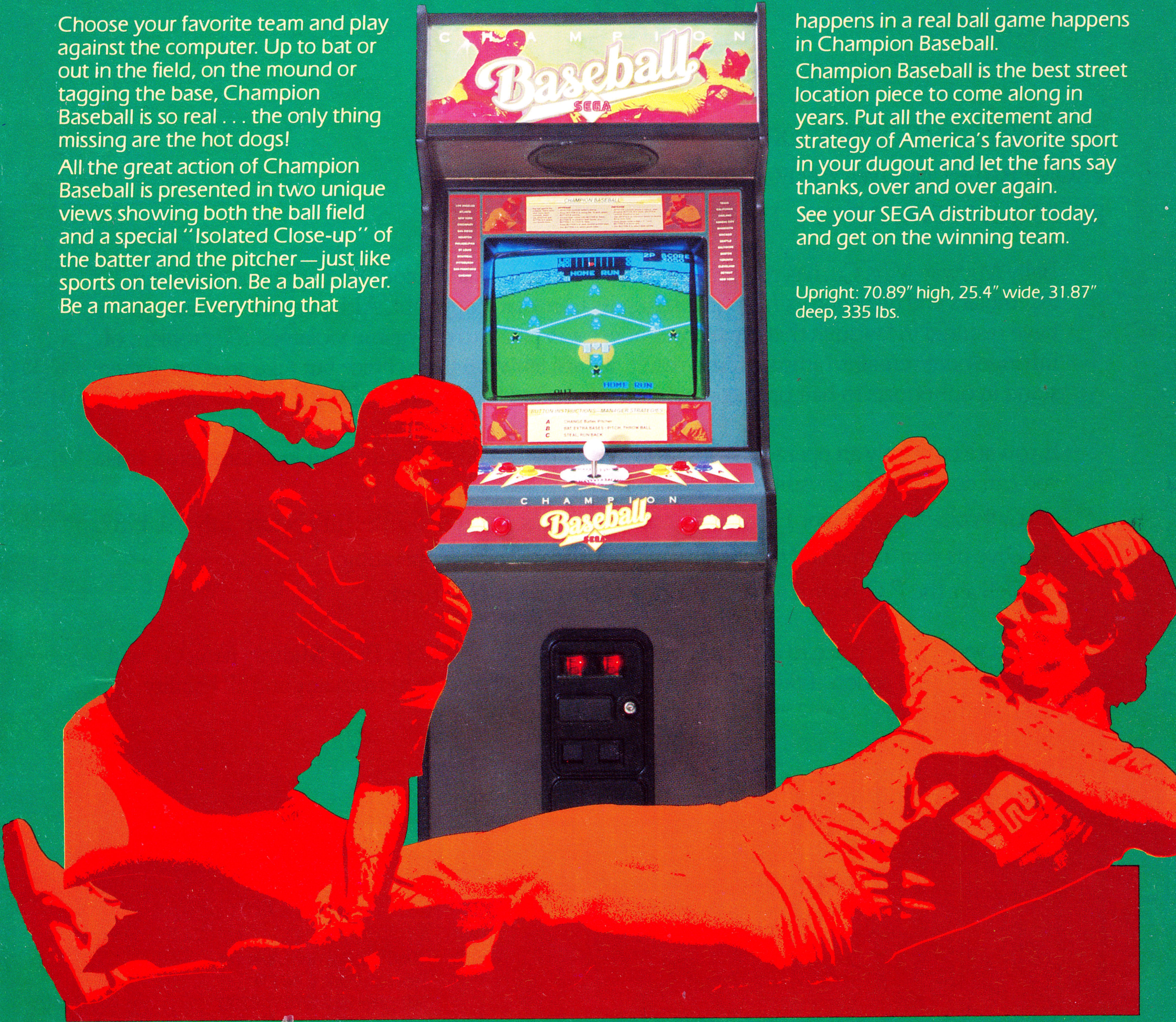
Champion Baseball is the best street location piece to come along in years. Put all the excitement and strategy of America's favorite sport in your dugout and let the fans say thanks, over and over again.

See your SEGA distributor today, and get on the winning team.

Upright: 70.89" high, 25.4" wide, 31.87" deep, 335 lbs.



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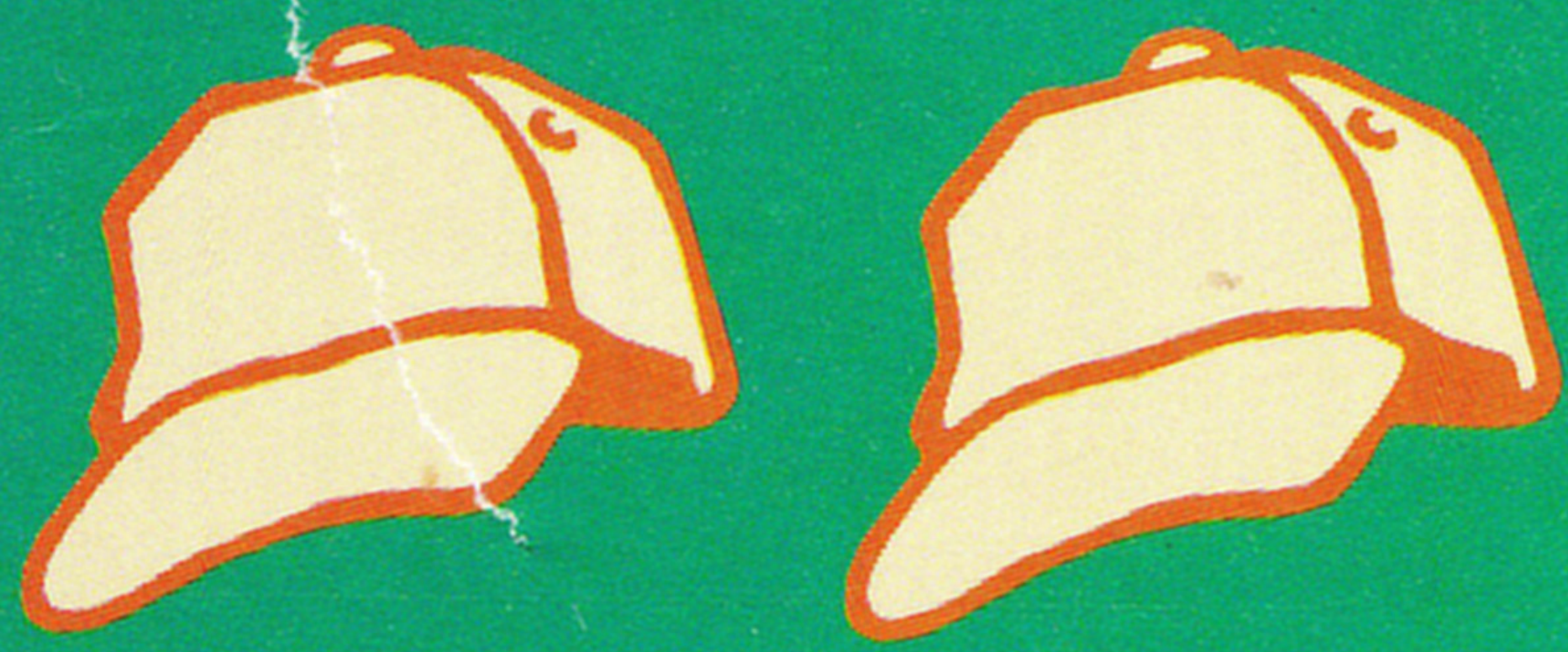
Players select their favorite team from among 12 cities . . . team colors closely resembling the "real thing." Batters and pitchers on each team are replete with lifetime batting averages and ERA's. The Champion Baseball computer makes its selection and it's "Play Ball!"



PLAY A DOUBLE HEADER

Double the action — Double the collections! Two players can choose their favorite teams and challenge the Champion Baseball computer. Each player plays offense and defense against the computer.

STEP UP TO THE PLATE

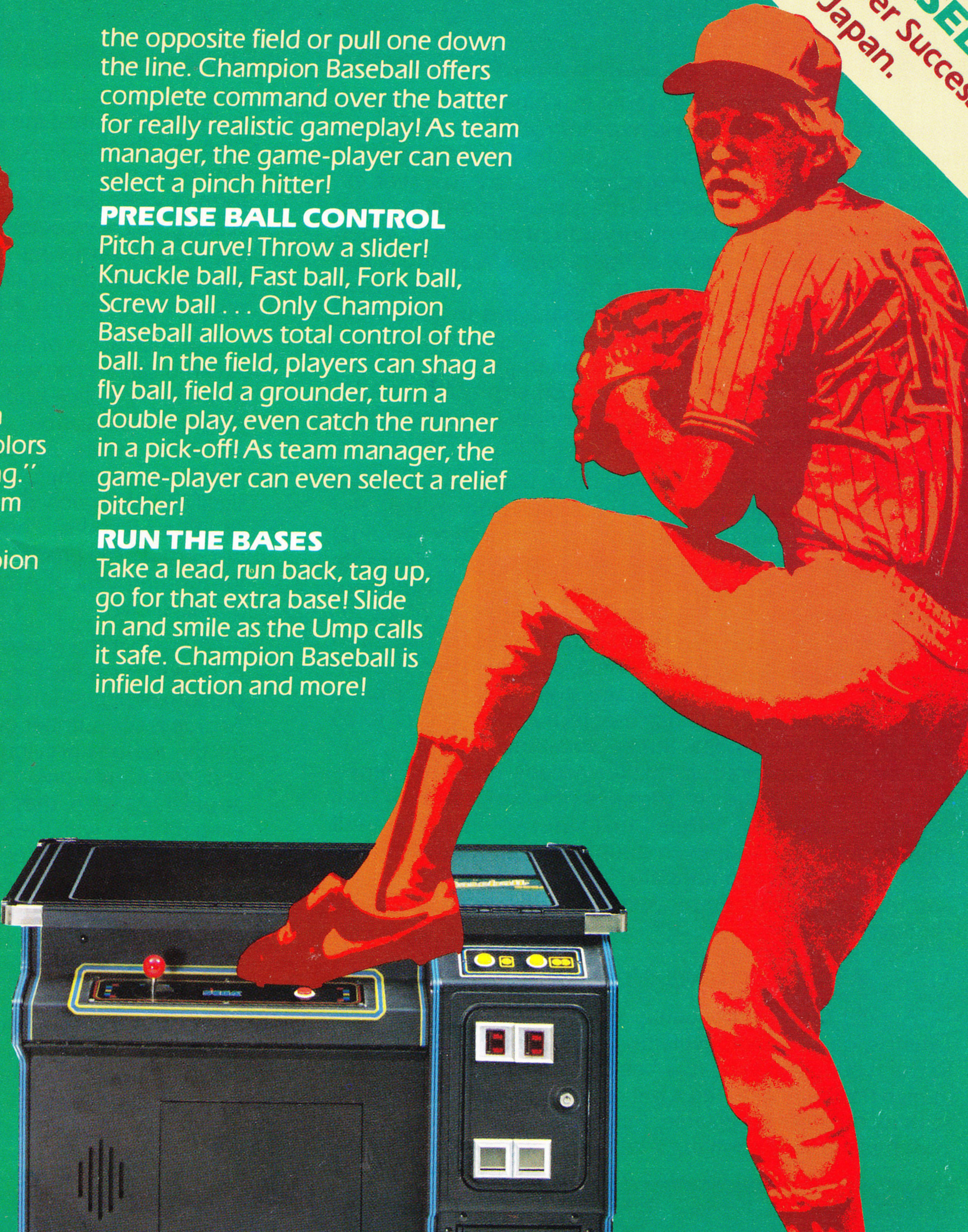
Knock the dirt from your cleats and put one into the stands! Bunt, hit or swing for the fence. Punch the ball to the opposite field or pull one down the line. Champion Baseball offers complete command over the batter for really realistic gameplay! As team manager, the game-player can even select a pinch hitter!

PRECISE BALL CONTROL

Pitch a curve! Throw a slider! Knuckle ball, Fast ball, Fork ball, Screw ball . . . Only Champion Baseball allows total control of the ball. In the field, players can shag a fly ball, field a grounder, turn a double play, even catch the runner in a pick-off! As team manager, the game-player can even select a relief pitcher!

RUN THE BASES

Take a lead, run back, tag up, go for that extra base! Slide in and smile as the Ump calls it safe. Champion Baseball is infield action and more!



Sitdown model: 28-5/8" high, 30-1/2" deep, 34-5/8" wide. 165 pounds.

Arcades Retain Their Top Popularity With Operators And Players

Pinballs made the modern coin machine Arcade popular in post W.W. II, and Video games during the past five years have made them even more so. In the largest and most publicized boom the coin machine industry has ever experienced Arcades have played a simply enormous role! They have sopped up the production of millions of Video games running at the peak of the boom a year and a half ago at 1600 machines per day in the U.S. at the very least. Estimates of the peak numbers of machines in use reveal that in the order of a million and a half videos were on locations. Whilst there are other good locations such as those to be found in hotels, and bars, and other places, Arcades undoubtedly provide the operators' prime locations. There are numerous very good reasons for this!

Arcades concentrate players and machines because these are generally sited in areas of high human traffic of the type which is most likely to contain a large potential of Video game players. Thus, they are highly desirable games locations from that point of view alone. But there are other advantages. The servicing economics of an Arcade over street locations for an equal number of machines are overwhelming. A 20 Machine Arcade is the equivalent in Games to seven to ten average street locations. And, a large 50 machine Arcade represents in equipment 17 to 25 average street locations. "Street" locations, so called, may well be miles apart so, a smaller Arcade may well represent for the operator say 10 miles of travel, more or less. An equal number of "street" machines could easily result in 50 miles of travel or even double that. In rural, or urban areas, such travel also translates into vehicle, fuel, and wear and tear costs plus, employees' travel times and reduced productivity.

Mall Arcades Very Successful

Arcade sites are frequently within shopping malls, near cinemas, on busy thoroughfares, near schools and Universities to catch people in large numbers. Admittedly, premises costs in high traffic areas are high but nevertheless, operators seem to think they are acceptable. Indeed, without 50/50 location commissions they often are a better proposition for the operator. At least a lot of large and experienced operators seem to think so, witness the number of well established old Canadian distributing firms and American games manufacturers which are into Arcade Operating. Incidentally, that's also the form of video games operating most favoured by wealthy investors, and newcomers to the industry. Another point favouring Arcade operating lies in the fact that they are usually, though not always, under direct control of the operator whose own employees run it on a day to day basis.

An indication of the popularity or, lack of popularity, of Arcades can also be seen and appreciated in the attention paid to them by Police and civic authorities, school authorities, parent's organizations, and other bodies, including the press and news media. Although most of these various bodies are "anti" Video games, and wish to restrict their use, it's very significant that rarely do adverse comments or actions hit street or other locations. They just don't seem to make the news nor, arouse the emotions that Arcades do. That alone speaks for the numbers of Arcades about, and their impact on the public scene.

Now that the Video games industry is out of its fantastic boom of a year back and more, is the Arcade still holding its predominent position within the industry? Quite definitely the Arcade is still number one as the prime location for operating for the reasons previously mentioned. These are very basic and sound reasons and they continue to make Arcades popular. As such, they are as sound as they ever have been, even more so with the continuing rises in vehicle, fuel, labour and other essential operating costs. Certainly, some arcades have failed and gone out of business, but these have been marginal ones and probably should have never opened in the first place due to lack of operator experience, saturation or, just bad luck such as can happen when an area suddenly loses a lot of jobs.

Arcades have been around for a very long time in one form or another. All indications point to their continuing and increasing popularity long into the future. They do have a lot going in their favour!

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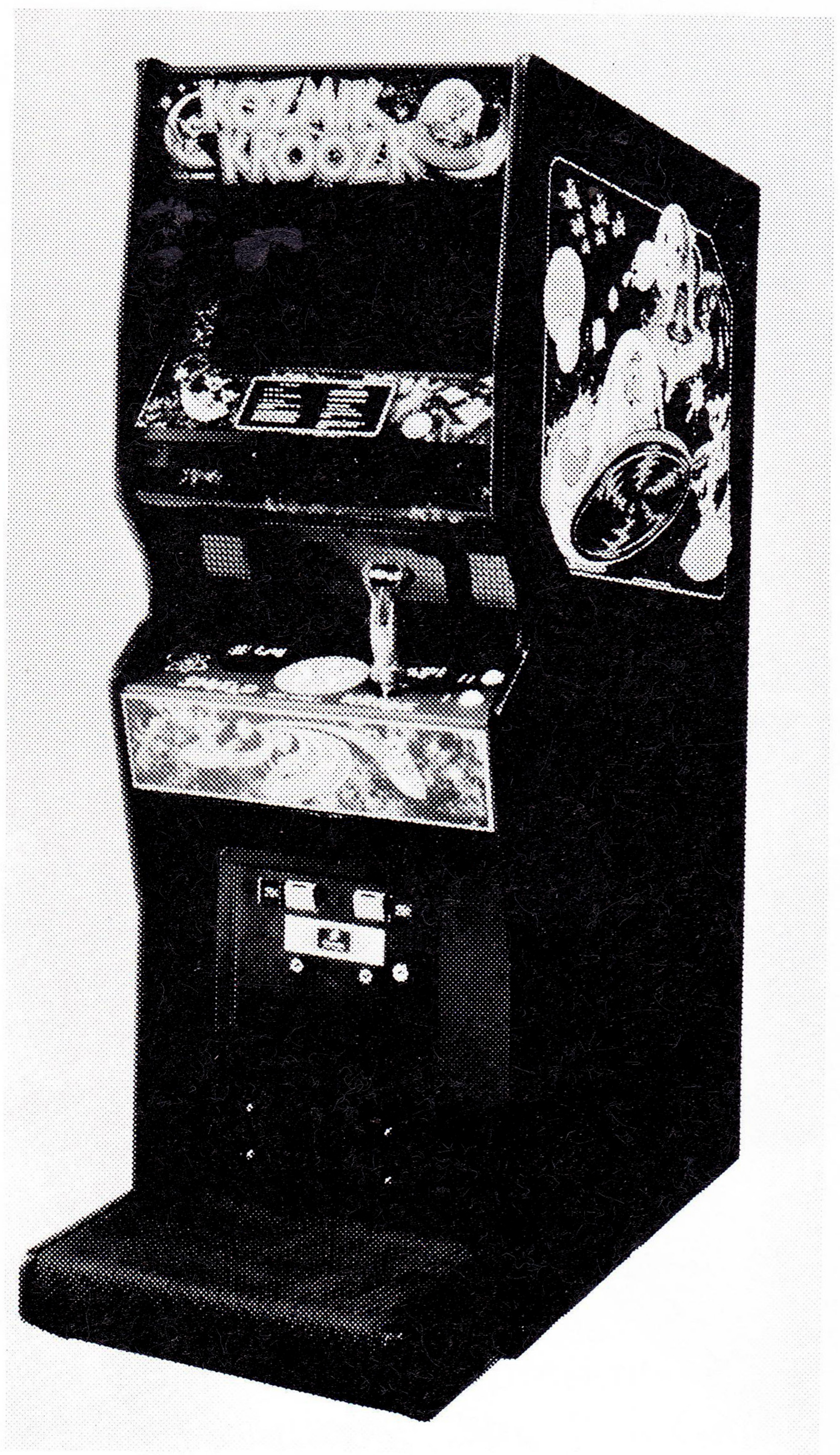
Bally Midway Introduces An Exciting New Way To Space Out — "KOSMIC KROOZ'R"



This extraterrestrial can't phone home. He's got to get there the hard way... via the video world in **Bally Midway's new game — KOSMIC KROOZ'R.**

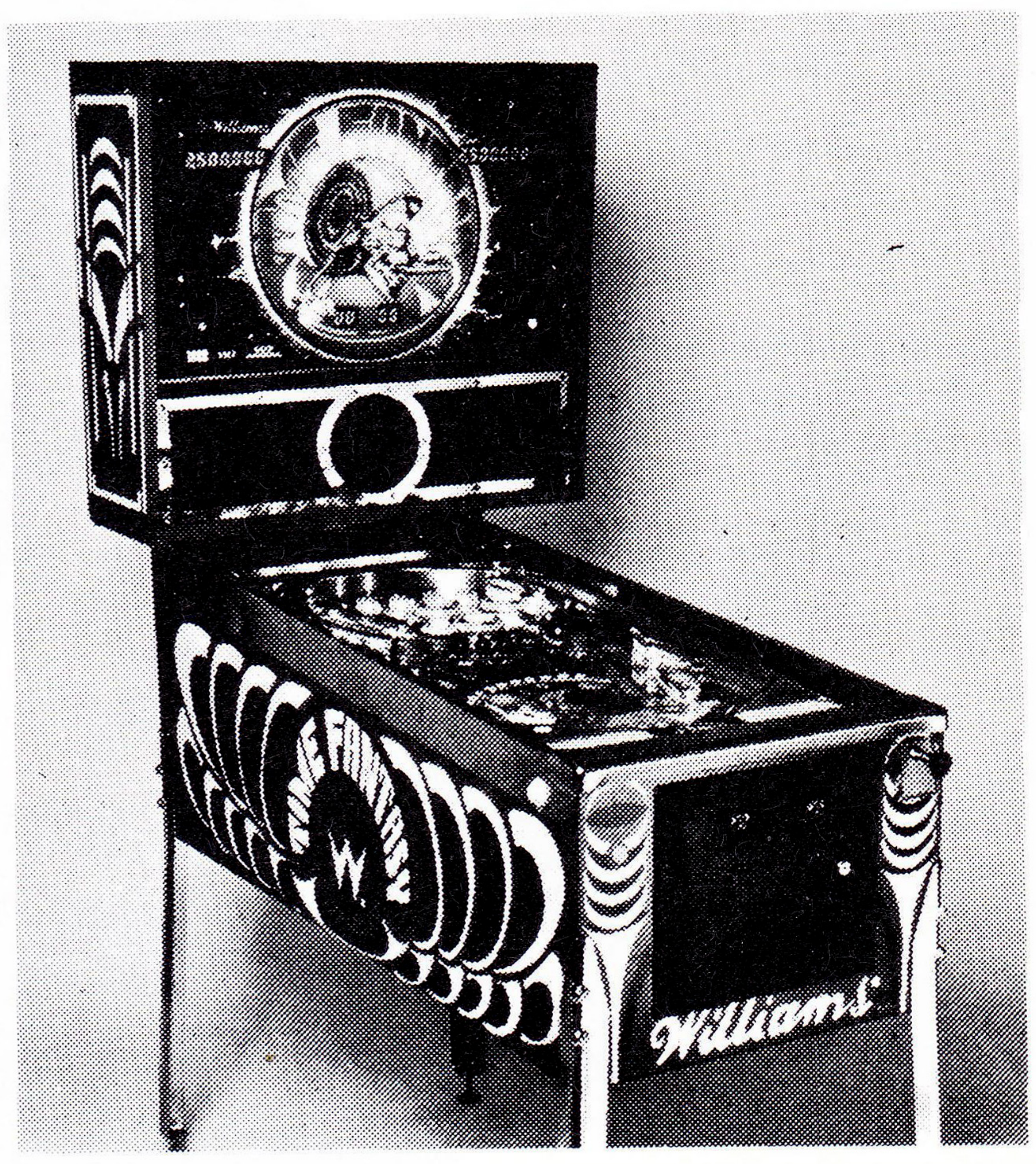
The player's mission is to get Krooz'r back to his mothership while dodging intergalactic obstacles all the way home. Once there, the player's timing must coincide with a lit up entry port so that Krooz'r can be beamed safely aboard. If not, he's sure to become lost in space!

KOSMIC KROOZ'R's unique combination of mechanical and video features make it perfect for the arcade. For more information contact your Bally Midway distributor.

Cal Omega Introduces "Derringer" For Minimal Space

A new product has been introduced by **Cal Omega (formerly Omega Products),** a poineer and leader in the video amusement industry. The game is intended for those who have minimal space and limited budgets. Called the **Derringer,** it is a scaled down version of their popular video card games and is designed to accommodate most of their larger standard sized games. Measuring only 51" high, 18" wide and 23" deep and weighing only 148 pounds, the game is being received with great enthusiasm. Inside the cabinet are the same time tested and proven electronics found in all of Cal Omega's standard sized games. For detailed information, call or write Cal Omega, 6241-A Yarrow Drive, Carlsbad, California 92008. (619) 438-7714 or toll free (800 482-6832 or TWX 910-322-1112

'Time Fantasy' Attracts All Skill Levels



Williams Electronics has created a fantasy-filled pin that they say is attracting scores of players from all skill levels.

" 'Time Fantasy' is good, old-fashioned pinball at a good, old-fashioned price." said **Ron Crouse, V.P. and Director of Marketing for Williams.** "Players are immediately drawn to the play-field which features a surrealistic fantasy theme in a kaleidoscope of colors. The game is exciting, easy to play, and appeals particularly to video game fans who are less familiar with the intricacies of pinball. And the prospect of winning free game time gives everyone an extra incentive to play."

Crouse added that the simplicity of the **'Time Fantasy'** playfield assures the operator of reliable, trouble-free operation. Williams also provides a game adjustment system, as well as highly-detailed bookkeeping information, which they say helps operators optimize game adjustments for top earnings in all types of locations. Bookkeeping totals and game adjustments are backed by a complete series of diagnostic tests to check entire electronic systems in a matter of minutes.

"With its powerful appeal to a re-emerging market, 'Time Fantasy' will create a highly-profitable reality for operators everywhere," concluded Crouse.

More information on 'Time Fantasy' may be obtained by contacting Williams' distributors or the factory for referral at 3401 No. California Ave., Chicago, IL 60618; phone: 312/267-2240.

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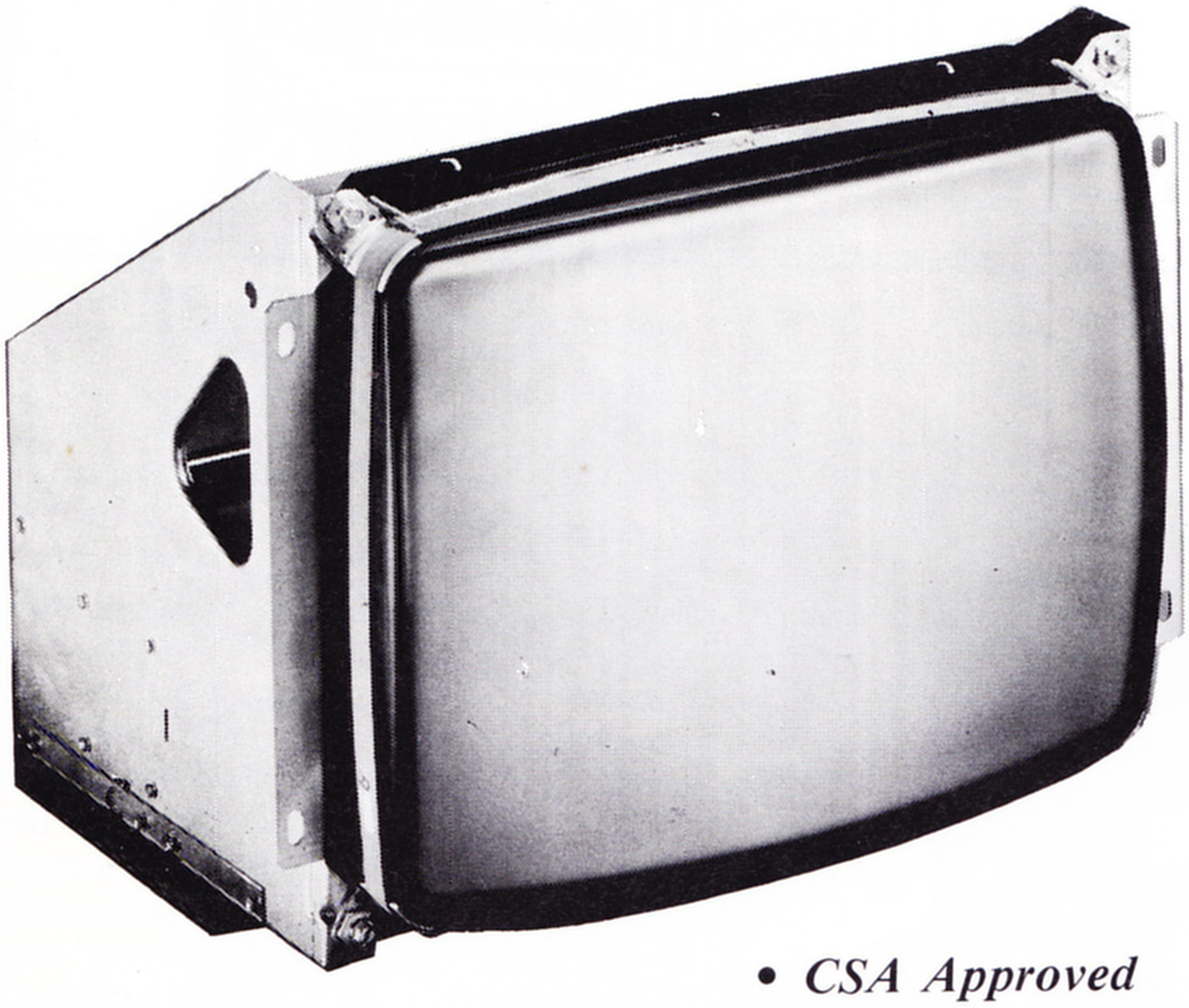

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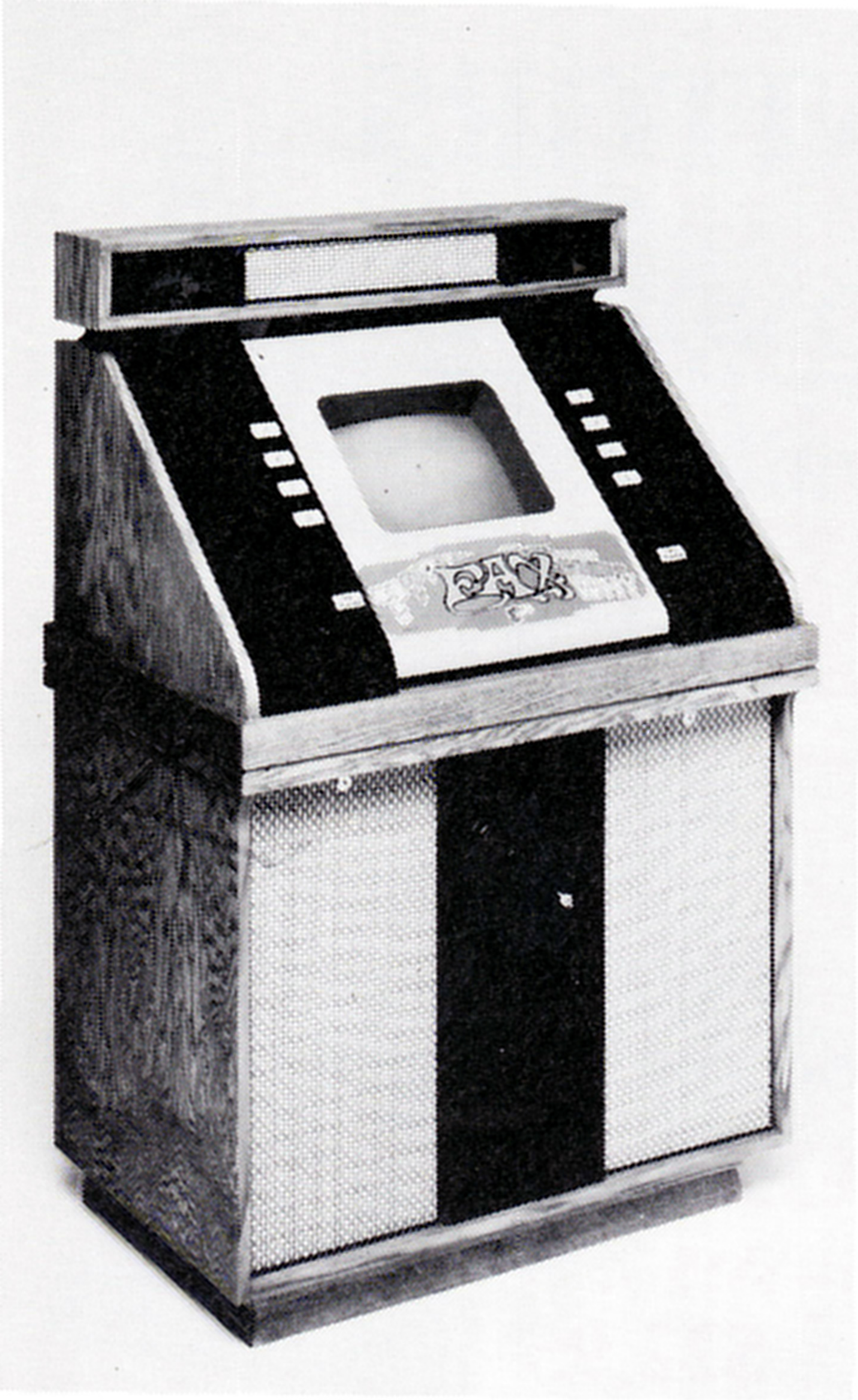

Exidy introduced their new **FAX** game at the AOE show in March. To say the game is a 'HIT' is a mild understatement as the response to the game has far exceeded anticipated levels. FAX, a time-tested concept of 'question/answer' game captures the popular pasttime of trivia in a top producing video game. FAX is a highly competitive game for one player against the clock and even more competitive for two players competing against each other simultaneously. FAX challenges the quick reflexes of the players on subjects in HISTORY, SPORTS, ENTERTAINMENT, & GENERAL KNOWLEDGE.

OPERATOR OPTIONS

Time (1, 2, 3, 4 minutes)
Bonus Time (16, 20, 30, 40 sec.)
Bonus Levels (10K-40K)
Price per player

PLAYER OPTIONS

Categories (4)
Skill Level (3)

STANDARD FEATURES OFFERED IN FAX

Vanity Mode
'Elegante' Hardwood Oak Cabinet
Audio
Full Colour Video Graphics & Animation
2,000 Questions
Durable Lighted Pushbutton Controls
Free Play Setting (for demonstration)

Undoubtedly one of the best features of **FAX is it is completely "solid state".** What does this mean to the operator looking for **maximum** R.O.I.? Quite simply if your 'super genius' players memorize enough answers to FAX questions after several months on location, Exidy will have readily available plug-in EPROM's (with completely new questions at very nominal cost). Clearly another game with longevity from Exidy, coupled with their current WHIRLY BUCKET reflecting this company's interest in the operators healthy economic fitness.

All of these features combined with the natural beauty of the "elegante" oak hardwood cabinet open all types of new and existing locations where the typical arcade game just doesn't fit.

According to company sources, sales on FAX are excellent. Call Exidy now to place your orders for early delivery.

Stern Blazes The Trail Again With Mazer Blazer

Stern Electronics announces the production of **MAZER BLAZER.** A fast action, solid state, one or two player coin operated video game. MAZER BLAZER combines the best of both worlds — the old fashioned fun of a shooting gallery and state-of-the-art video technology. Cosmic attackers from outer space attempt to return to their ship. To succeed they have to avoid constant fire from the ultimate weapon — a two handled electronic lazer with gunsight and dual destroy buttons. The invaders attack in waves. Upon each wave completion, a bonus round is awarded. Players can advance through a total of tweleve racks each becoming increasingly difficult and exciting.

MAZER BLAZER uses high tech design using an innovative 30" playing display. A bold combination of colors and lit panels distinguishes its unique style. A pull-out drawer houses the logic for easy accessability. The system in MAZER BLAZER also displays various unique time saving features such as automatic bookkeeping, amount of total plays and other superlative features. MAZER BLAZER was designed and developed by the engineering department of Stern Electronics Inc. and its subsidiary, Universal Research Laboratories. MAZER BLAZER is available now at your nearest Stern distributor.

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Model 103	$1850.
Model 103H (Token/Hopper)	$2100.
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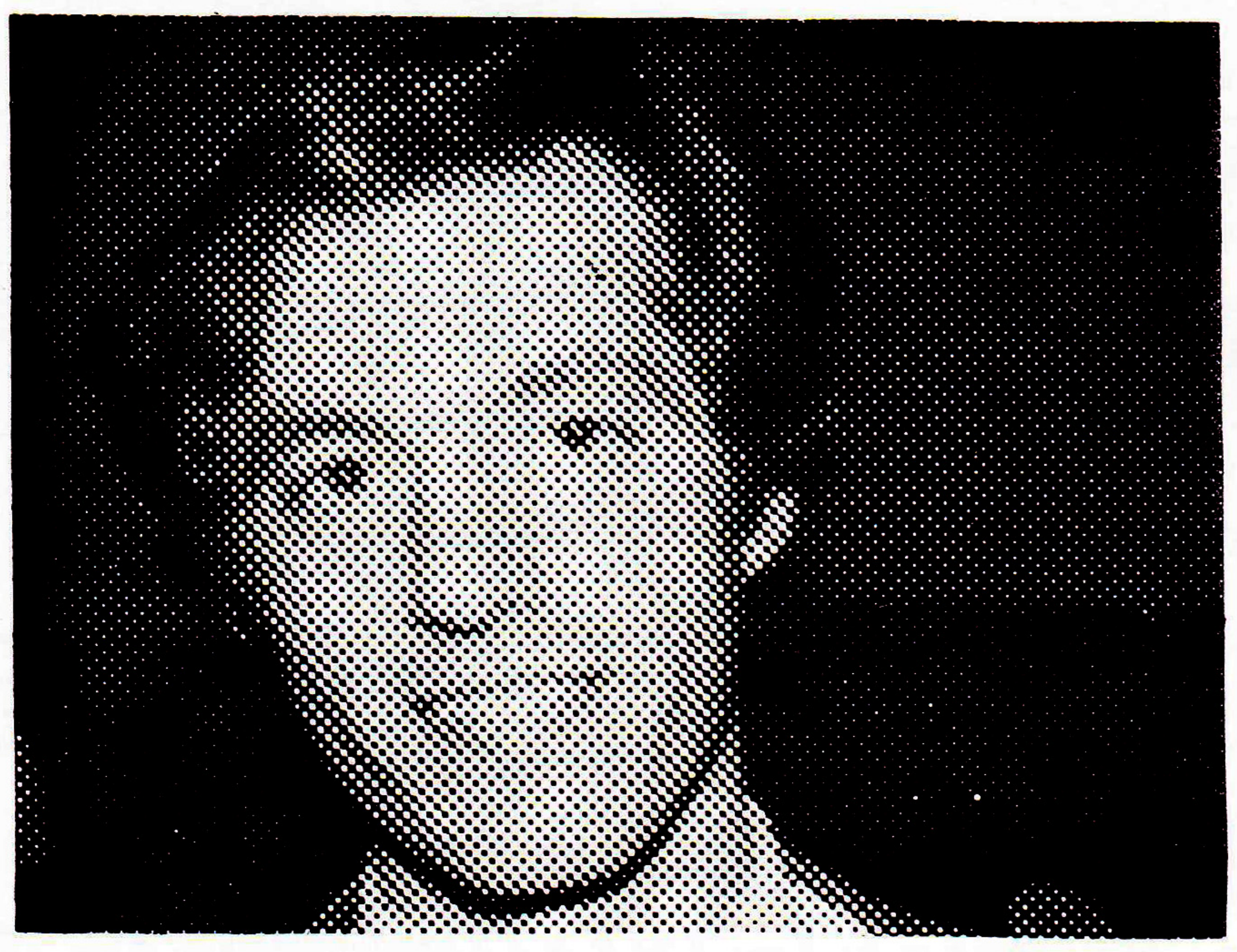
president

Profile:

Alpha-Omega Amusements, Inc. And Alpha-Omega Sales Co.

By Joseph DeCandia

Well Known Author Of "Frank's Cranks"



Frank "The Crank" Seninsky

Frank has been writing featured technical articles for several coin operated industry magazines since 1980 under the byline **"Frank's Cranks".** His engineering background, 15+ years of coin-op experience and close working relationships with design engineers **(at Atari, Bally, Rowe, Sega, Taito, Stern, Coin Co, Wico, Coin Controls, Williams, Gottlieb, Tornado, Chexx. . .)** provides a steady source of data which he unselfishly shares with fellow operators.

Franks's articles regularly appear in "Play Meter", "RePlay", "College Union," "Video Review". "Electronic Fun," and now "Canadian Coin Box Magazine.

He has also given seminars around the United States at college association conferences, the Amusement Operators Exposition, and several technical highschools and colleges.

Alpha-Omega Amusements and Sales is one of today's largest independently owned and operated amusement game companies in the Eastern United States. . . selling to large numbers of Canadian Operators. Its client base includes approximately 100 college gameroom centers, over 40 arcades along the Jersey Shore and hundreds of various street locations. Alpha-Omega has established itself as a prominent, well balanced company operating several thousand pieces. Nearly two decades of long hours and hard work were needed to reach its current position, but Alpha's earlier days were not quite as auspicious.

During the mid-1960's **Frank Seninsky (President)** and his younger brother, **Richard (Secretary-Treas.)** reconditioned pinball machines for a local distributor (Myron) from the basement of their parent's home. They were fortunate to have the then world famous "Palisades Amusement Park" right in their home town and the "mystique" of the arcades apparently had quite an effect on the two boys. Richie had worked in two of the park arcades since the age of eleven. The reconditioning operation was not, however, the Seninsky brothers' first business venture. At the age of 11, Frank was introduced to the world of "wholesale buying", when his father took him and his brother (then age 7) to a candy distributor. Frank and Richie formed "Lick-a-Made Distributing" which bought sugar candy for 1/2¢ per pack and sold the packs for 2 for 25¢ from their gym bags at summer camp. And the quarters started rolling in!! (Their father was a record retailer and taught his sons all about "mark-ups", "Return on Investment" and "low overhead").

Alpha-Omega Amusements began operations (without a formal name) in 1969 with one pinball machine, a Gottlieb "North Star" (which is still Frank's favorite) on a US $50 investment. Frank was then a sophmore at Stevens Institute of Technology in Hoboken, New Jersey and placed the game in his college fraternity house, Beta Theta Pi. The first week the machine did $185.00 on 10¢ play. During the next two years, Frank concentrated on securing additional fraternity houses. Finding time to service the games was difficult because Frank was editor of the yearbook, a fulltime resident assistant which included tutoring and guidance of 70 freshmen students, working in the college computer center, and serving as president of the Karate Club.

After graduating in 1971 (Summa Cum Laude) with a B.E. in Engineering and Computers, Frank spent the next 1-1/2 years working for Public Service Electric and Gas as a power plant engineer. Frank reported directly to the President of PSE & G, and he was responsible for writing the environmental and safety engineering reports to the Nuclear Regulatory Commission for the Salem Nuclear Generating Station license.

Thus began a technical writing career. It was also at Public Service that the name **"Alpha-Omega"** was coined. In Greek "alpha-omega" means "from the beginning to the end, including all". Alpha is the first letter in the Greek alaphabet and omega the last. Frank felt this name certainly applied to what he had in mind and also showed his respect for the Greek fraternity system, which provided him with his first 50 locations. "And besides," says Frank "A to Z Amusements was already a registered company."

While at P.S.E.&G. Frank continued servicing his route and attended night classes at Newark College of Engineering for a Masters in Business Administration. It was here that he met Dean Kinkade who had enough faith in Frank's ability to award him the college's gameroom contract. Next came the Stevens gameroom contract and then Rutgers University. Frank found that his entreprenurial drive was too inhitited by the starchy corporate protocol of Public Service. It was now time to resign from PSE&G and pursue the amusement business full time (40 hrs./wk was not enough.) Richie was now enrolled at Stevens Institute and the route had grown to nearly 100 machines.

Like any fledging business, growth seemed to present more problems along with the lure of future rewards. All growth had been funded internally and the last thing a bank would do at this time was to lend money to a small amusement company. So here was the age-old problem of "cash flow". A borrowed station wagon which had been used for early route deliveries and rotations, was painfully inadequate. So in 1973 a Dodge van was purchased draining the 'corporate coffers' of needed working capital. Fortunately, Frank's wife Angela had a teaching job to put food on the table and pay the rent. No salaries were drawn out of Alpha-Omega the first three years!

The year 1973 also marked the company's entry onto the New Jersey shore when Alpha leased arcade space in Long Branch, NJ then a "dead" town, which meant low rent and a chance to diversify. **Moe DeCandia,** now a regional manager with Alpha-Omega coined the name **"Wizard's World"** and Alpha's first two arcades were in business.

The summer arcades soon proved to be an ideal complement to the seasonality of Alpha's college operations. After a fire the next year and a $35,000 loss of equipment Wizard's World I was rebuilt and now houses 120 games. When Carmen Ricci built the famous "Haunted Mansion" in Long Branch, the gross at "Wizard's World" skyrocketed. (Thank you Carmen; who now manufactures Greyhound Video Card Games with Frank as his worldwide distributor.)

In 1974 Frank met and hired an Upsala College student "hippie", complete with mustache, beard, and long hair, who had no prior electrical or mechanical training, by the name of **Joe Camarota.** Frank's "long shot" paid off and Joe now is a full Vice President and heads up Operations. Joe, himself has become quite a celebrity in the amusement industry. Joe worked on the route for five years and went to night classes at Seton Hall University for his Masters in psychological counseling which he uses everyday to "keep the peace" among Alpha's 40 technicians, and collectors.

As college grads, both Frank and Rich were aware of the financial needs of college unions. Through Alpha's guaranteed minimum commission agreements and guaranteed 24 hour service (in writing) the route expanded rapidly as more and more college center gameroom contracts were signed. Word of mouth among college associations was their calling card. Revenues were typically doubled by Alpha-Omega versus the college's previous operators.

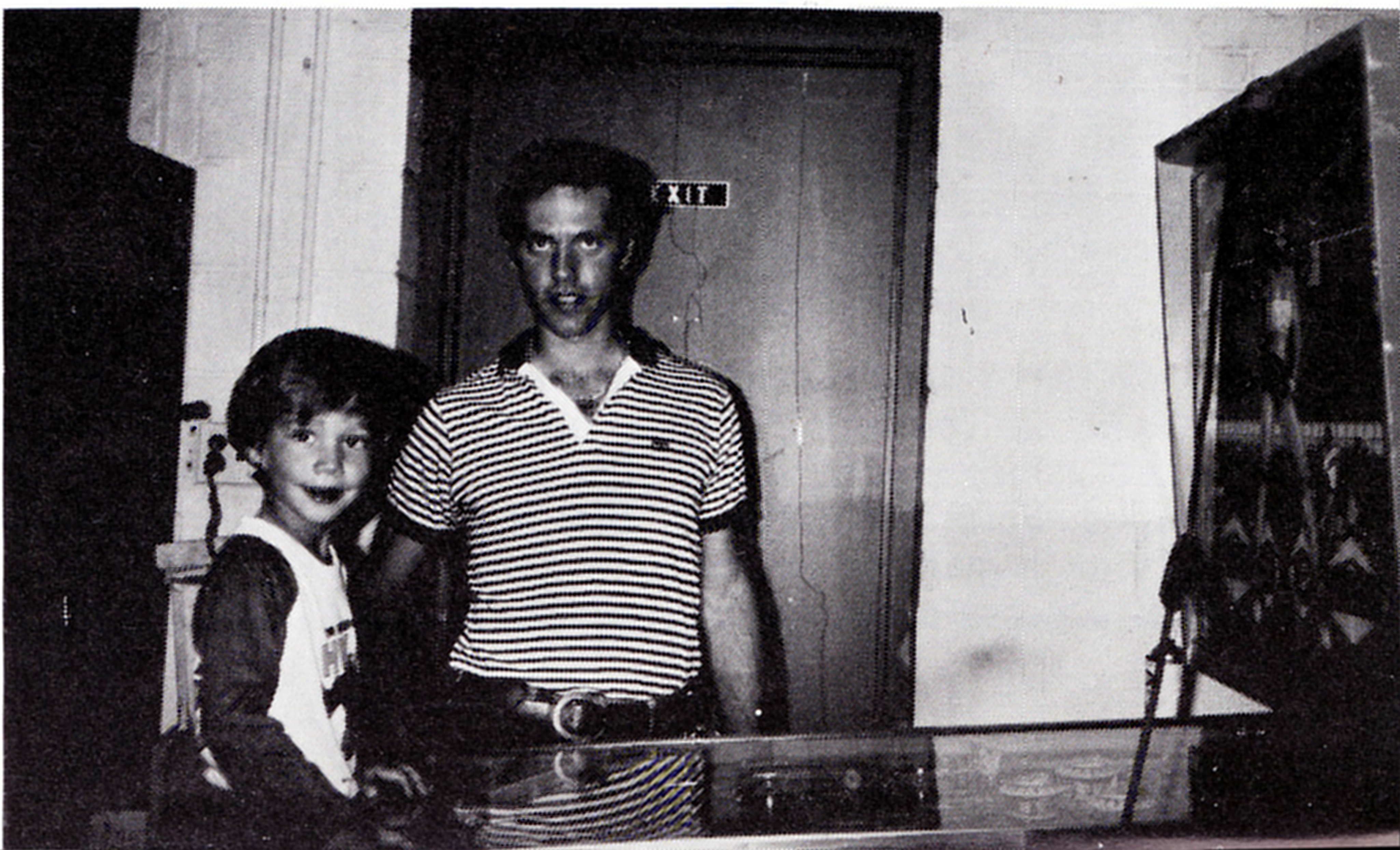
By 1975 Alpha-Omega had been well accepted by the established local industry executives who often provided Frank and Richie with invaluable guidance and support. Many thanks are owed to **Jerry Gordon** (first with Betson and now at the top of Rowe International), **Rufus King** (now head legal counsel to the amusement industry who helped Frank fight antiquated amusement laws back in 1970), **Irving Morris** (owner of Irving Morris Sales through the early 1970's), **Howie Rubin** (formally with Atari and now a VP at Gottlieb), **Art Warner** (then with Runyon Sales, now an officer with Betson Enterprises — Art is the one who coined the phrase "Frank's Cranks"), and **Maynard Levin,** a Palisades Park arcade owner, now operating Dream Machine, which has 40+ enclosed mall arcades in the Northeast U.S.

Operations had been based in Frank's 2-car garage but sustained growth (and the persistent objections from neighbors) proded the leasing of a "humongus" 800 sq. ft. building in 1978; Frank was always known for "low overhead" and Richie didn't want to move out of Frank's

Continued on page 64 D

WI AR 'S
WO LD
ARCADE

Frank and son David



ARCADE
5¢ PIN-BALL

Their first arcade away back in 1973.

Mrs. Frank Seminsky at Beta Fraternity, the first location for Alpha-Omega Amusements in 1969. Frank still has the Gottlieb "North Star".

"Frank The Crank" highly respected and noted Columnist in this industry is Founder and President of Alpha-Omega.

Continued from page 64 C

garage. Within a year operations were again relocated, this time to a much needed 5000 sq. ft. facility (which has already hampered operations for lack of adequate space.)

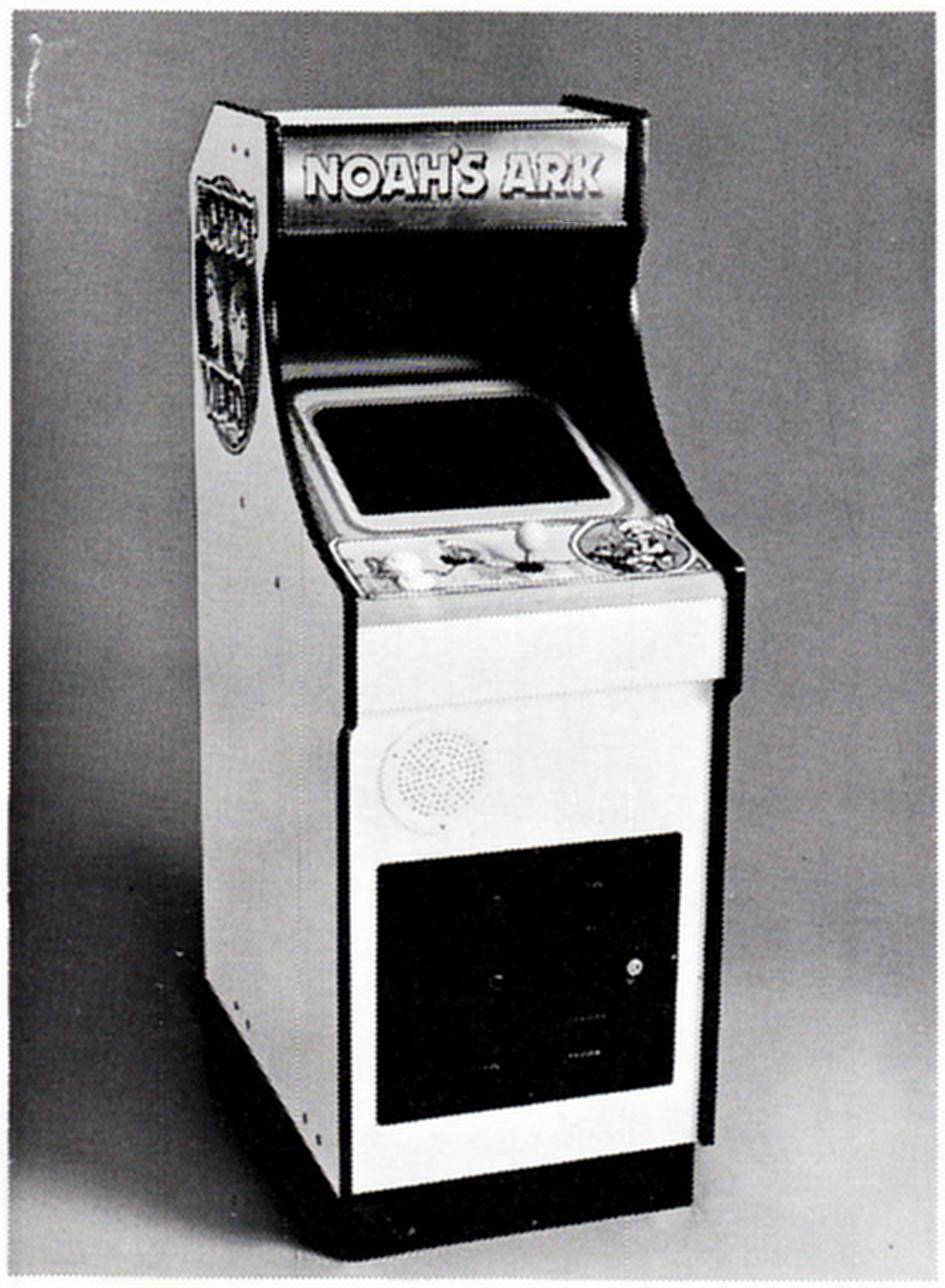
Alpha-Omega Amusements Has Certainly Come A Long Way Since The 1960's

Through its sales division, the company now provides operators with a worldwide source of new and expertly reconditioned, (guaranteed) amusement games at "very" competitive prices. Ads can be found in most coin-op magazines. Frank has been known for being the first to sell top games "used" while the rest of the country is still selling them "new". As such, Alpha plays a major role in setting the price structure of used games.

Through its highly committed management team, industry stature and some good, old common sense, Alpha-Omega has managed to grow while other operators have been forced out of the business.

Frank is very optimistic for the future of Alpha and the amusement business in general. "The current shake-out is likely to continue for another year and the fly-by-night operators will be weeded out, it will be back to business as usual." Frank's advice to the veteran operators is, "be selective in the accounts you service and in what you buy and just "keep cranking"."

Noah's Ark™



NOAH'S ARK has been added to the innovative Moppet Video line of video games for the 3 to 9 year old market. **Enter-Tech, Ltd.** of Tempe, Arizona, is manufacturer of these mini size videos and they are marketed by **Enter-Tech** and **Intrepid Marketing** of Los Altos, California.

NOAH'S ARK follows the well known Biblical theme as the youngster directs the pairs of animals to the ark to save them from the flood. As all five of the Moppet Video games, NOAH'S ARK is designed for simplicity of operation so the youngest of players can enjoy the game and positive rewards for improving skill levels. Players earn points for each set of animals saved as they act as Noah rushing around before the water rises too high.

NOAH'S ARK adds to the games available for a special "kiddie area" in a location. It is especially good for a restaurant location, amusement park or larger game center. "We have recieved an overwhelming response since the March show where Moppet Video games attracted much attention and NOAH'S ARK was previewed," commented **Pat Reed,** Enter-Tech Vice-President. "The interest by major distributors and operators indicated a strong demand for videos for youngsters," he added. Enter-Tech is now gearing up their manufacturing facility to handle the increased demand.

The Moppet Video games have made a significant entry to the family food and entertainment type locations. Pizza Time Theatres have included the little videos for the younger children in over 100 of their locations. Inda Trinwith, Director of Games Administration at Pizza Time Theatre, noted.

"The diminutive size games have high appeal to the younger children that are not tall enough or have the skill for the big games. The parents also appreciate the small games for their youngsters. We plan 2 to 3 of these games in each of our stores."

NOAH'S ARK brings the Moppet Video line to a total of five different games. Tugboat, Desert Race, Leprechaun and Pirates Treasure have been in production since the end of '82 and are still gaining popularity. "The little games show a much longer earning life than the standard videos," reported **Brian Warkentin** of Intrepid Marketing. "The collections will be more stable like kiddie rides and other younger oriented amusements."

Arachnid, Inc. Sues Re Infringement Of English Mark Darts Game

On September 28, 1982, **Arachnid, Incorporated,** manufacturer of **ENGLISH MARK DARTS Electronic Dart Game,** filed suit in the United States District Court sitting in Chicago, Illinois, against Industrial Design Engineering Associates, Ltd. (IDEA), Nomac, Ltd., Donald P. and Bonita J. DeVale, William E. McClure, Mark A. Krystinak, William N. Heft, and Frederick Kelly. The suit alleges that the defendants have infringed Arachnid's United States Patent No. 4,057,251 by manufacturing and selling an electronic dart game known as "Century Dartes." In addition to the patent infringement count, the suit also charges IDEA, Nomac, Kelley, and the DeVales with various acts of unfair competition, including the misappropriation of Arachnid's trade secrets in developing the "Century Dartes" dart game.

IDEA Forced To Remove Games From AMOA Show

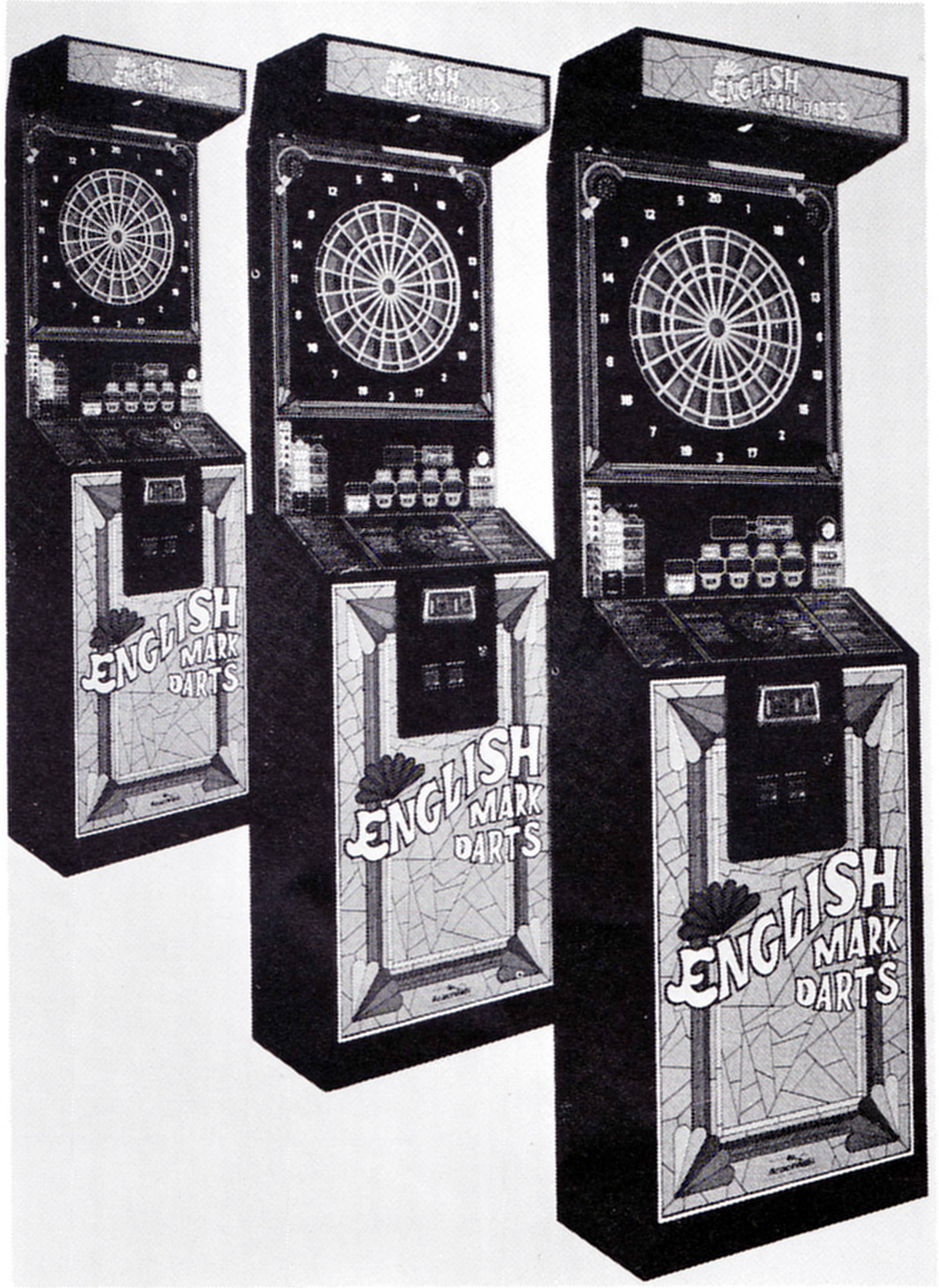
After a three day trial in November, the Court found that IDEA and the DeVales had misappropriated the trade secrets of Arachnid. Accordingly, on November 20, 1982, U.S. District Court Judge John A. Nordberg issued an injunction and ordered IDEA to remove its "Century Dartes" dart game from the A.M.O.A. International Exposition of Games and Music Show in Chicago, and to cease selling or offering for sale any "Century Dartes" dart game until May 1, 1983.

As of May 1, 1983, IDEA has been free to sell its "Century Dartes" game, however, Arachnid has requested that the Court extend the injunction for an additional six months.

Judge Nordberg has not as yet ruled on Arachnid's request.

Arachnid is preparing for trial on the remaining issues of the lawsuit, including the charge of patent infringement. If successful, a patentee may receive damages from anyone who makes, uses, or sells an infringing device.

Arachnid intends to vigorously enforce its patent rights against IDEA and any other manufacturer, distributor, or user of infringing devices. In addition, Arachnid is seeking the rights to IDEA's patent application covering the electronic portion of the "Century Dartes" game because IDEA's past activity in misappropriating the trade secrets of Arachnid led to the development of the "Century Dartes" game.



ARACHNID, INCORPORATED
Paul F. Beall
President

Dynamo Corporation

Continued from page 49

additional information or a tournament promotion kit is to call 800-527-6054, our toll free foosball hotline," Lott said.

"This program marks a substantial investment on the part of Dynamo," Lott noted. "However, we feel its a worthwhile commitment and that Dynamo's traditionally high quality products backed by the enthusiastic participation and support of operation and location owners will generate high profits for the operator and our distributors."

Dynamo, a Grand Prairie, Texas-based firm is one of the nation's largest manufacturers of coin-operated soccer tables and pool tables.

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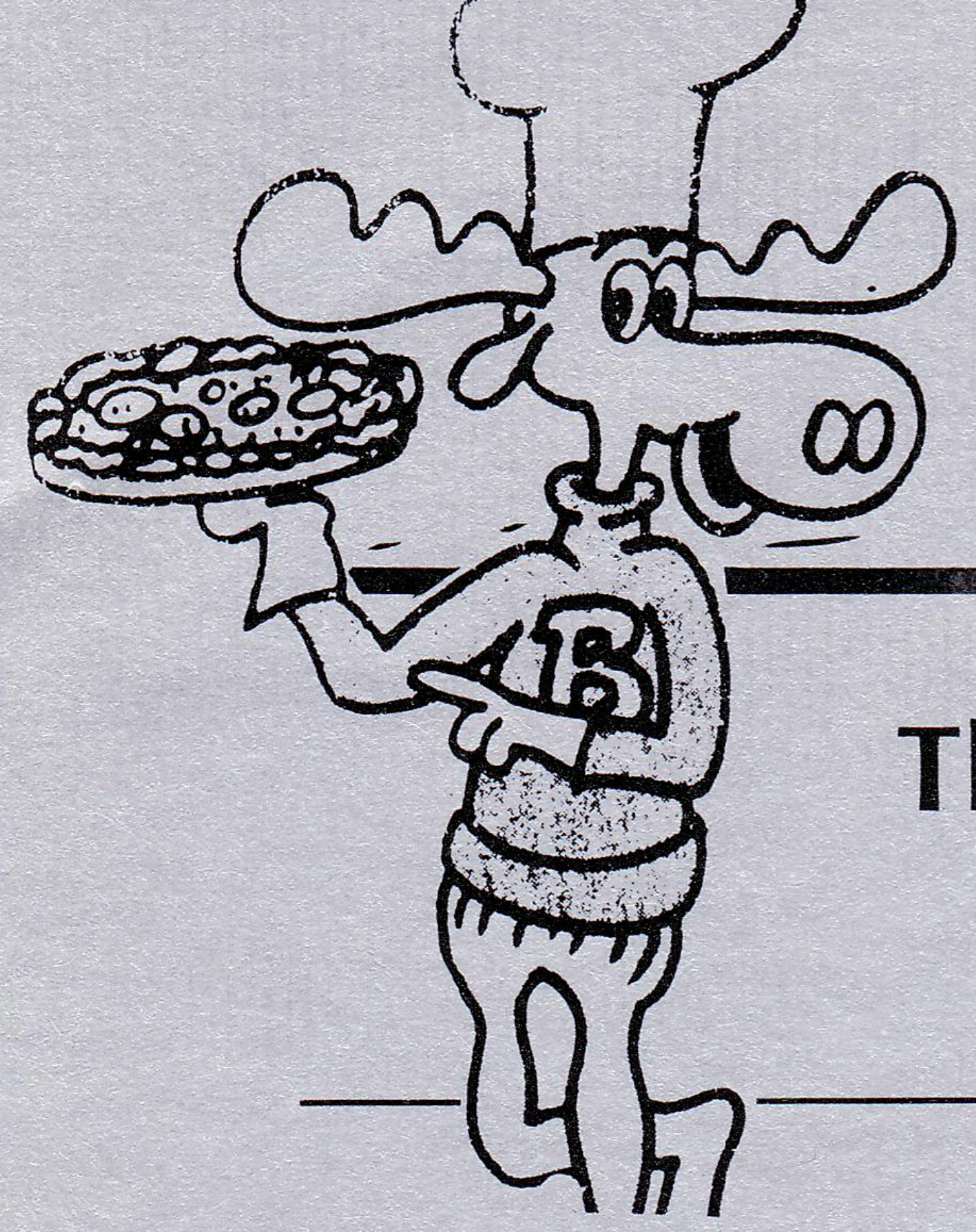
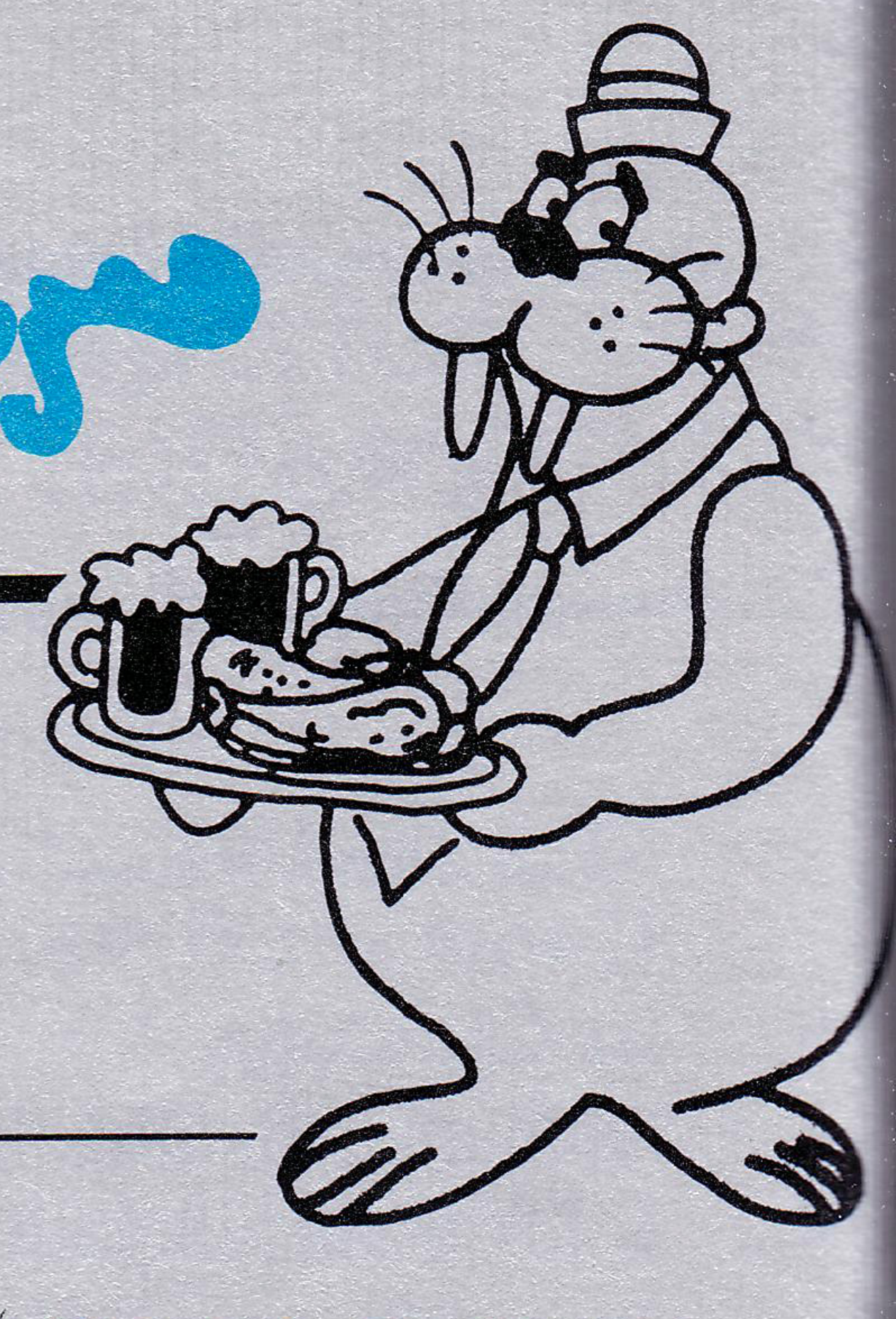


"A Winner" At The New Bullwinkle's



The Games Draw The Children — Who Draw Their Parents — Who All Stay For Food & Fun

Continued from page 8 D

Special shows are also available, to commemorate birthdays, anniversarys and other special occasions. Holiday shows are also provided for use as appropriate during the year. These shows may all be called up by the restaurant management via the activation of certain keys on the control keypad.

Bullwinkle's Fantasy Fountains water show occurs in a 10 by 25 foot pool in front of the animated show stage. Some 285 individual jets of water are activated to preprogrammed patterns in synchronization with music and rapidly changing colored and strobe lights. Music ranges from Beatles to Bach, with Sousa, Glen Miller and many more in between. The fountain show is manufactured exclusively for restaurant use at Bullwinkle's by All American Entertainment, of St. Louis, Missouri.

The two types of shows alternate throughout the twelve hour operating day of Bullwinkle's. An hour and one-half of shows is presented before the program re-cycles. This is consistent with the average customer length of stay in the restaurant.

Five minute breaks occur between shows, with the A.V.G. computer not only controlling the program of the shows, but also automatically adjusting the house lights. An automatic volume level control is also incorporated in the equipment, so as to adapt sound levels as appropriate for the number of people in Bullwinkle's showroom. The entire system is fully automated, requiring only the activation of the on and off switches at start and end of the business day.

Bullwinkle's theory of entertainment is to create something of high quality that appeals to the entire family from nine months to 90 years. There is not any one thing that makes Bullwinkle's work. The architecture, the interior, the food, the animation, and the water show are all integral parts of the entertainment. Bullwinkle's goal is to provide a place where people can be together in a happy, positive, comfortable atmosphere, to give them consistently good food and to make them laugh.

Quite obviously, the Jay Ward created cartoon character, Bullwinkle, is the star around whom the restaurants are being developed. This loveable, but not too smart moose continues to be seen by millions via syndicated television in the U.S. and abroad. He enjoys an extremely high awareness factor among people of all ages. He is featured in a variety of ways in the restaurant, and is the center of attention in the main "Bullwinkle's Showroom". This show occurs on a large "triple stage" at the front of that room.

The shows in all restaurants are identical, including both the animated cartoon character performances, and the Fantasy Fountains (TM) water shows. There is a different series of shows on alternating days in every restaurant. Four times yearly, the entire program is totally changed, so as to provide new materials and good reason for the customers of the restaurants to return for frequent visits. To date, the average Bullwinkle customer visits once each three weeks.

The animated shows are truly state-of-the-art, as manufactured by A.V.G. Productions Inc., of Valencia, California. The 8 characters involved in the main stage show are activated with both analog and digital movements. All of these pneumatic movements are controlled by a backstage computer, with the acctions programmed onto the half-inch reel-to-reel tape which supplies the sound for the show to 8 strategically placed speakers. Two specially built Otari decks are incorporated in the A.V.G. control panel. The sound system also includes a time delay element for certain sound enhancement speakers in the dining room. Uniformity of sound levels and clarity throughout the large fan-shaped room was the objective of the sound consultants, Paramount Sound Systems, Inc., of Glendale, California.

There are 350 seats in the main dining/showroom. Seating is varied in style, and located on four different levels, so at to provide unobstructed line of sight for every Bullwinkle's patron. Decor of the dining room, as throughout the entire restaurant is in a "Canadian Northwoods" theme, as befitting featured characters such as Bullwinkle the Moose, Rocky the Flying Squirrel, Dudley Do-Right of the RCMP, and villains Boris Badanov and Natasha. Also featured are Underdog (the heroic shoe shine dog), Hoppity Hooper and Tooter Turtle. The show occurs on 3 side-by-side stages.

The entire restaurant is provided with somewhat unusual "background sound". Appropriately for the decor of Bullwinkle's with its heavy timbers, rough-sawn wood walls, eclectic old artifacts, and generally "outdoorsy" feel, is a soundtrack featuring environmental sounds. Crikets, birds, frogs, and other sounds of nature are heard discretely throughout. Dozens of tiny speakers, frequently placed in baseboards and behind booths, etc., are utilized to provide this sound which emanates from a continuous loop tape player. No background music as such, is used in the rather large restaurant which is 12,700 square feet in size.

Bullwinkle's also offers a "quiet" dining room, seating 75 people. This room, known as "Dudley's Den", has a variety of tables and booths. Victorian chandeliers, red velvet curtains around the booths, a rich carpet, and turn-of-the-century wallpaper help to distinguish the room. A small, patterned, continuously playing water fountain in one corner provides somewhat of a "white sound" for the room.

Elsewhere in the building is "Underdog's Mighty Metropolis" This 2500 square foot area incorporates two floor levels — one some two feet above the entrance level. Approximately 70 games and children's rides are ranged about the room. Included are video games, "skee-ball" and other skill games, and a dozen small child oriented rides. Some of the video games are of a scaled down size, enabling smaller children to play the colorful but simple games. The room features an urban skyline motif, as appropriate for the home of the heroic dog for which it is named.

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Men on the Move

Sega Advances Bill Reiter To Director Of Sales

Bill Reiter

SEGA Electronics, Inc., San Diego-based manufacturer of coin-operated video games, has announced the promotion of **Mr. Bill Reiter to the position of Director of Sales.** Having joined the company as Sales Manager, Reiter came to SEGA from Tomy Corporation where he served in several senior sales and marketing positions.

"In his new position, Bill will have overall responsibility for customer contact, sales planning, product scheduling and sales administration," said **Bob Rosenbaum,** Vice President of Marketing and Sales, who made the announcement. " We expect that Bill's professionalism in the areas of sales and sales administration will benefit SEGA's distributors as well as their operator/customers."

Bob Lloyd Appointed President Of Data East USA, Inc.

Robert E. Lloyd

Mr. T. Fukuda, President of Data East Corp., Tokyo, Japan and Chairman of the Board of Data East USA, Inc. announced the appointment of **Robert E. Lloyd** as President of Data East USA, Inc. Previously, Lloyd served as Executive Vice President, General Manager of the Santa Clara, California based Manufacturer of coin op video games.

Lloyd joined Data East just over a year ago, and has overseen the company's rapid growth in the U.S. market over the past year. Prior to joining Data East, Lloyd held various management positions in consumer product companies.

Data East USA, recognized as the world leader in interchangeable game systems, recently introduced two forms of video game conversions, the **Data East Multi Conversion Kit and dedicated P.C. Board Conversion Kits.**

The Multi Conversion Kit contains all components necessary to convert any raster monitor video machine to the Data East Interchangeable Game System. The Data East P.C. Board Conversion Kits are currently available for the firm's hit games, **BurgerTime^tm and Bump'N'Jump^tm.**

Atari Announces Promotion

John S. Farrand, president of the Coin Video Games Divison of **Atari, Inc.,** announced that **Mary T. Fujihara** has been promoted to Director of Market Research for the division. Fujihara previously held the position of manager of the department.

Fujihara joined Atari in 1978 as part of the coin video games marketing group, and focused her efforts on developing a market research department. In her new role, she plans to broaden the scope of the department, expanding the role of research in product development. She will continue to report to **Don Osborne, vice president of marketing for the division.**

"I'm excited and gratified that Atari recognizes research as a viable tool," Fujihara commented. "It's also encouraging to see the division's management team carefully consider research results in the decision making process."

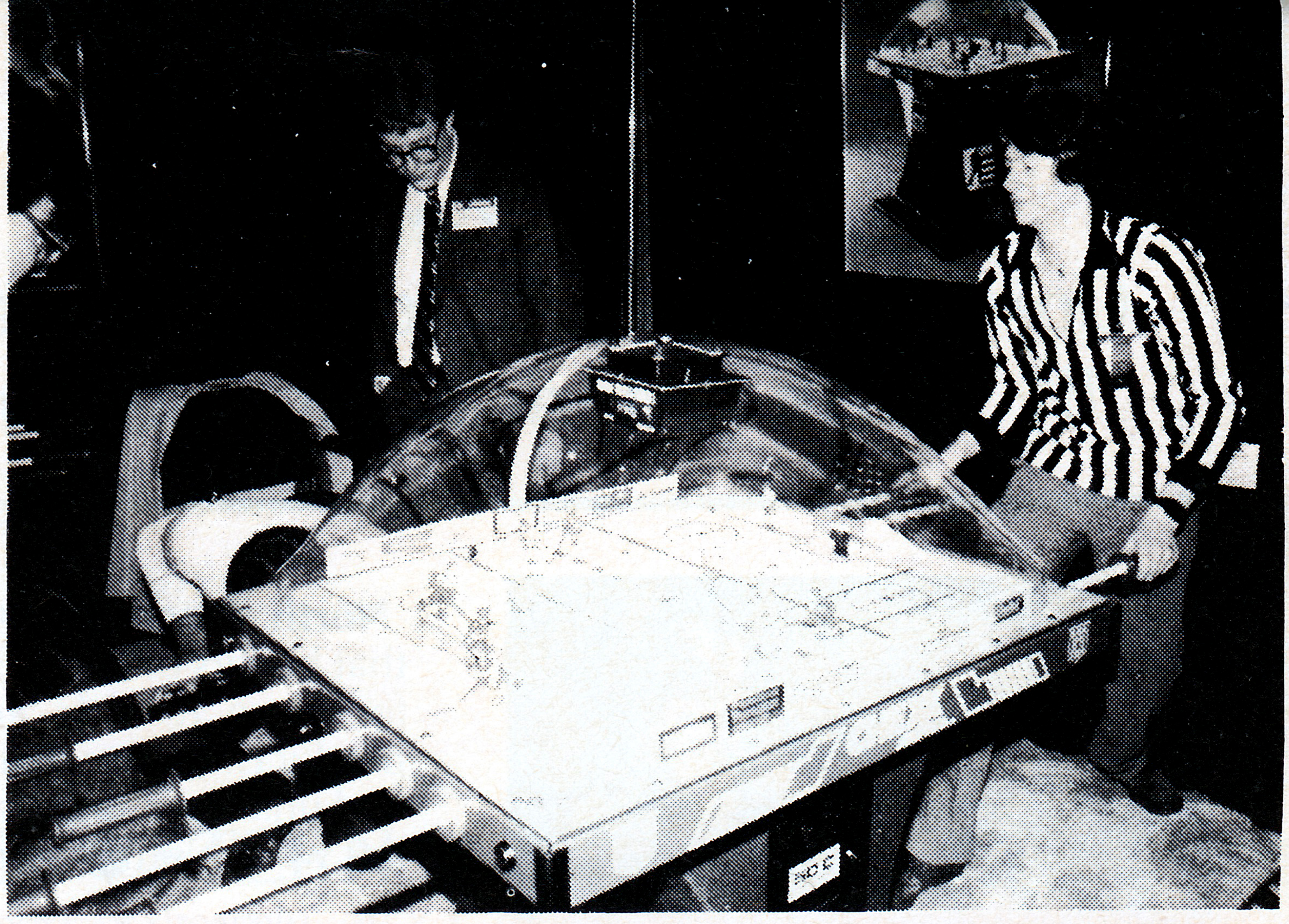
Exidy Appointments

Exidy recently announced the appointment of **Mireille S. Chevalier** to the position of Sales and Credit Manager. In her new post, Mireille will coordinate Exidy's distributor sales efforts in addition to managing Exidy's credit department.

Mireille has an extremely diversified background running the gambit of the Coin-Op industry. Mireille has served as an owner/operator of games in France. She had worked for the French distributor Socodimex which subsequently became Atari-Europe, then she was transferred to **Atari USA by Nolan Bushnell.** In total, Mireille's experience in the Coin-Op industry encompasses 13 years. Mireille also has a degree in marketing, accounting and a BA in business administration, all of which she received in France.

"Mireille will be an extremely beneficial aquisition for Exidy and she will be a tremendous addition to the already dynamic and cohesive Exidy team. We look forward to a greater strength and prominence in the market place with the "rounding out" of our current staff resulting from the appointment of Mireille" according to **Lila Zinter, Exidy, Marketing Director.**

Laniel Automatic Appointed Distributor For Chexx Hockey Game



Jean Coutu

CHEXX is a unique and innovative electromechanical Hockey Game combining the sights, sounds, and thrills of real live hockey action.

Innovative Concepts in Entertainment (I.C.E.), a Buffalo, New York based manufacturer announced the entry of Chexx into the Canadian market.

Ralph A. Coppola. President of I.C.E., cited the tremendous success of CHEXX in the U.S. "Since its introduction, demand has far exceeded supply, causing us to delay our entry into Canada. While we designed CHEXX for longevity, we are extremely pleased to hear from operators that CHEXX is competing for top spot in nearly every location it's in".

I.C.E. is now formalizing its Distributor arrangements in anticipation of CHEXX availability in early July.

Mr. Coppola stated "if ever there was a game designed for the Canadian operator and game player, CHEXX is it. Every arcade and street location must have CHEXX".

For further information call your Distributor or Steve Bernstein collect at 716-693-9535.

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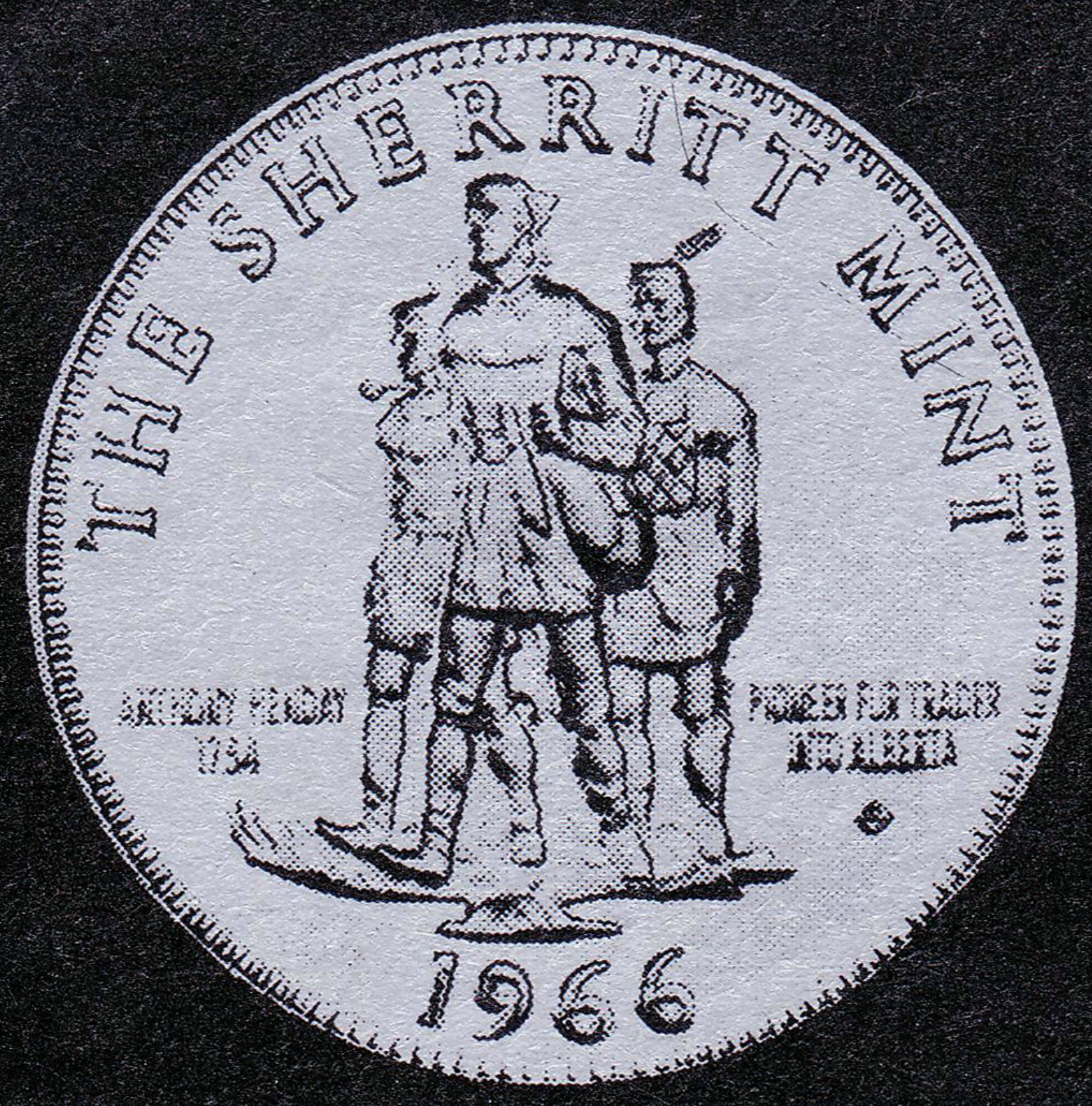
"We at **North American Amusement** feel that buyers of kiddie rides are looking for more realistic and recognizable products. Rather than simulated rides and unknown brands. And because of this we at North American Amusement are pleased to offer 2 brand new Motorcycle Kiddie Rides. These 2 bikes will sweep the Motorcycle Kiddie Market because of product recognition and they are real motorcycles, not simulated or unknown brands. The mechanical parts are all "American Parts". (American parts are readily available and inexpensive)", advised **Tom Leon.**

For Data — Contact
Tom Leon
North American Amusement Co.
524 2nd St.
Rock Island, Ill. 612 201
(309) 788-0135



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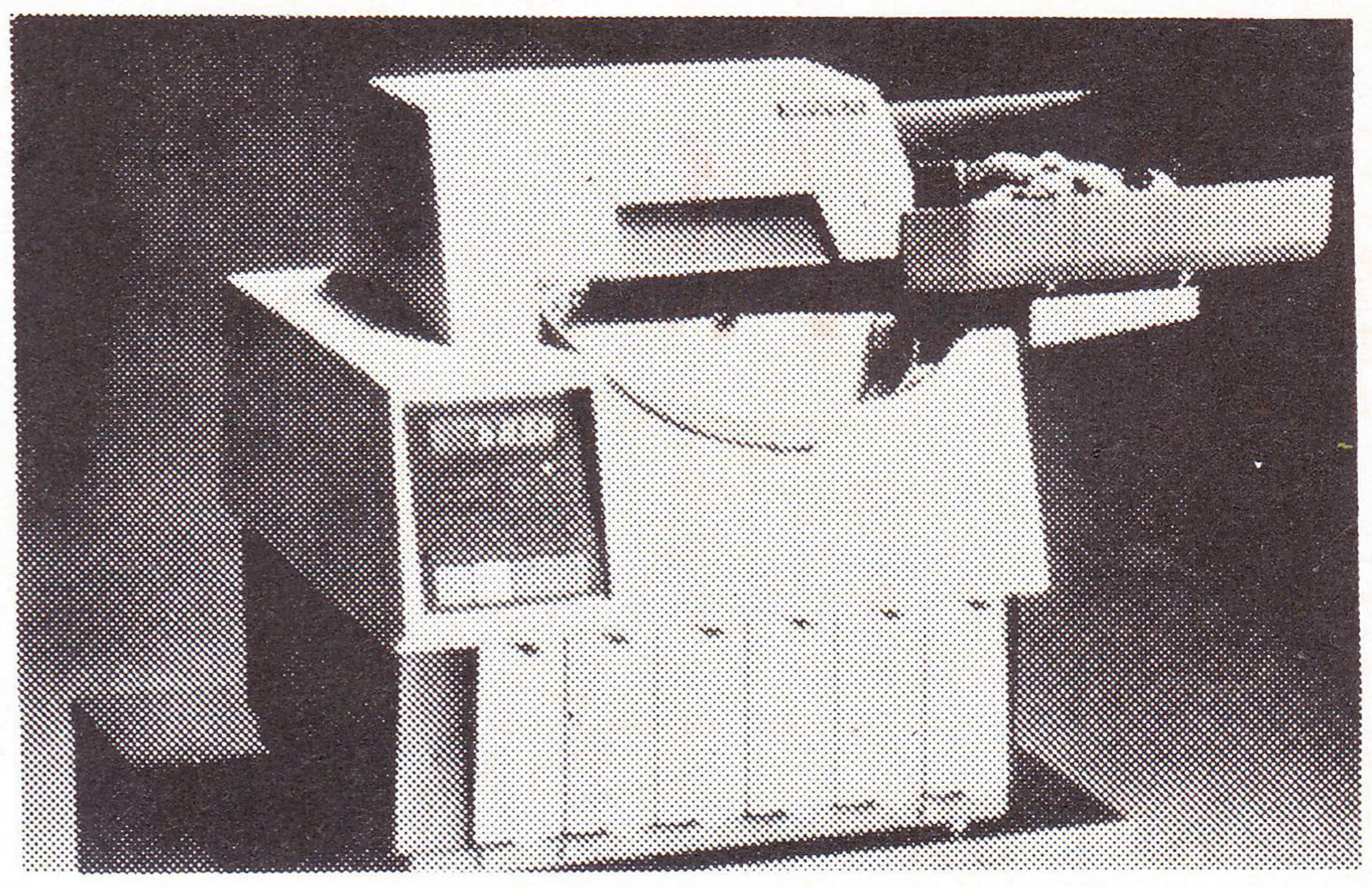
95 Series Coin Sorters From Brandt For Fast, Error-Free Counting



A new series of coin sorters from **Brandt, Inc.**., feature photo cell counting to prevent miscounts caused by dirt or non-coin items, and predetermined bag stops that allow automatic filling of bags to federal standards.

The new Models 955 and 957 sorters handle up to 600 coins per minute and offer bag stops which are pre-set for drawers or bags. They accommodate all six coin denominations, and an inspection pan allows the operator to perform visual spot checks in order to remove foreign items.

A new electronic meter pack has a bright, clear LED display that gives instant totals of all denominations counted. The totals are accumulated and can be called up on the display for day-end totaling.

The display also alerts the operator if the photo cell needs cleaning or if a coin back-up occurs. Battery standby preserves totals in case of a power failure.

Offered in gray with orange accents, the 955 and 957 each weigh 86 pounds, and can be purchased with a mobile stand from the manufacturer. Dimension are 16-1/2 inches deep, 26 inches wide, and 17-3/4 inches high.

For further information on the new coin sorters, contact:

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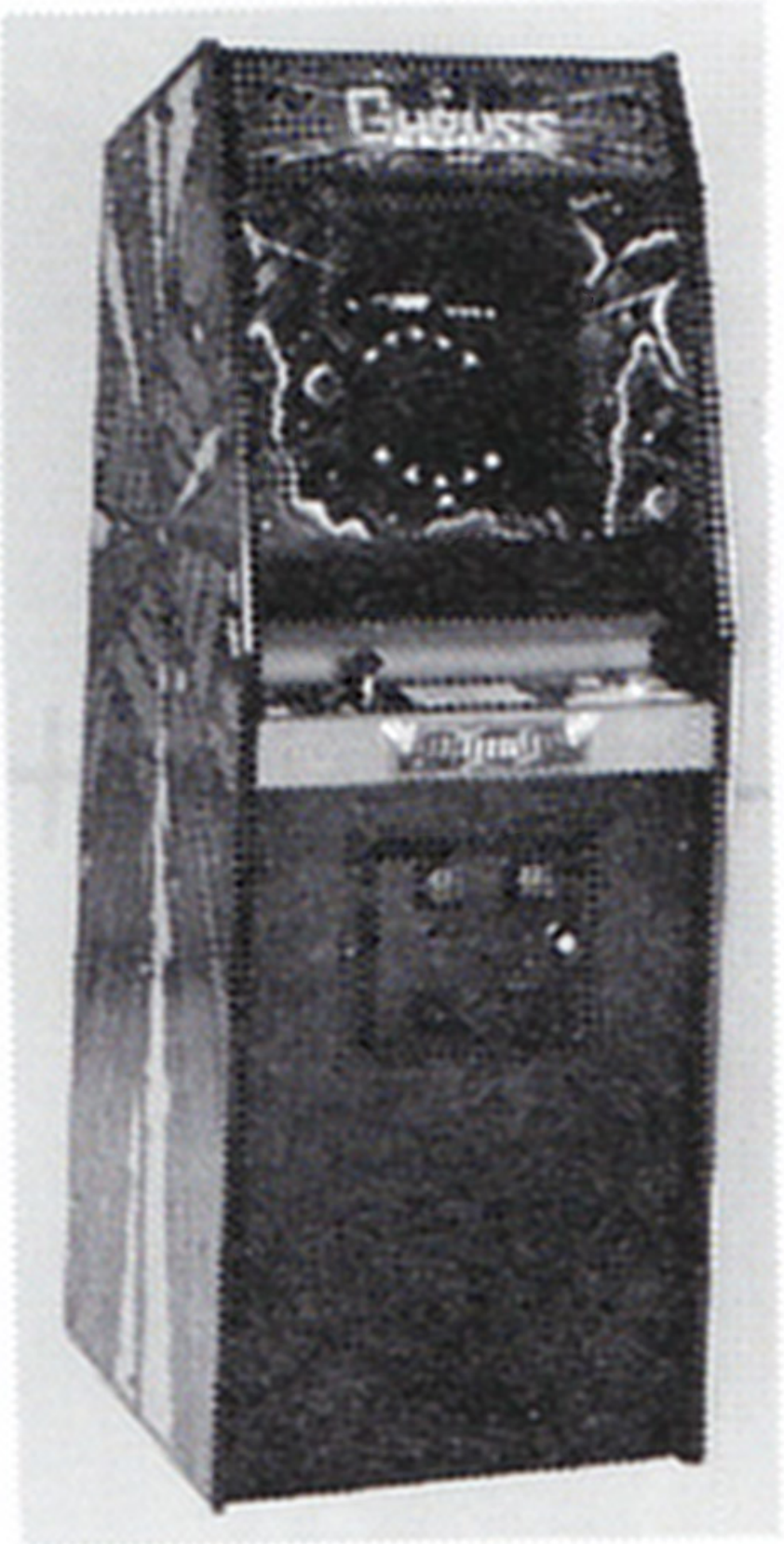

Centuri's
"Gyruss"

Bally/Midway's
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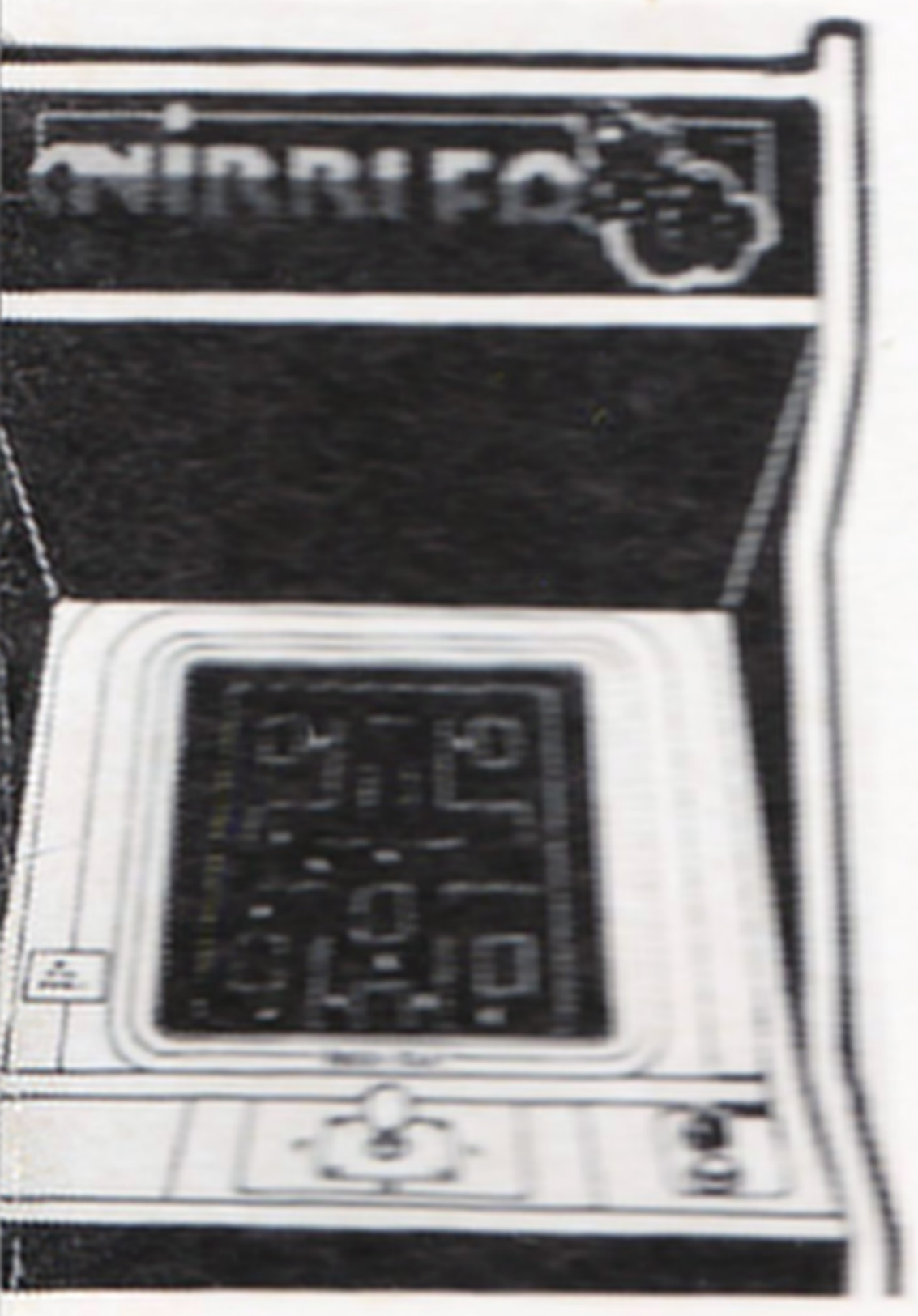

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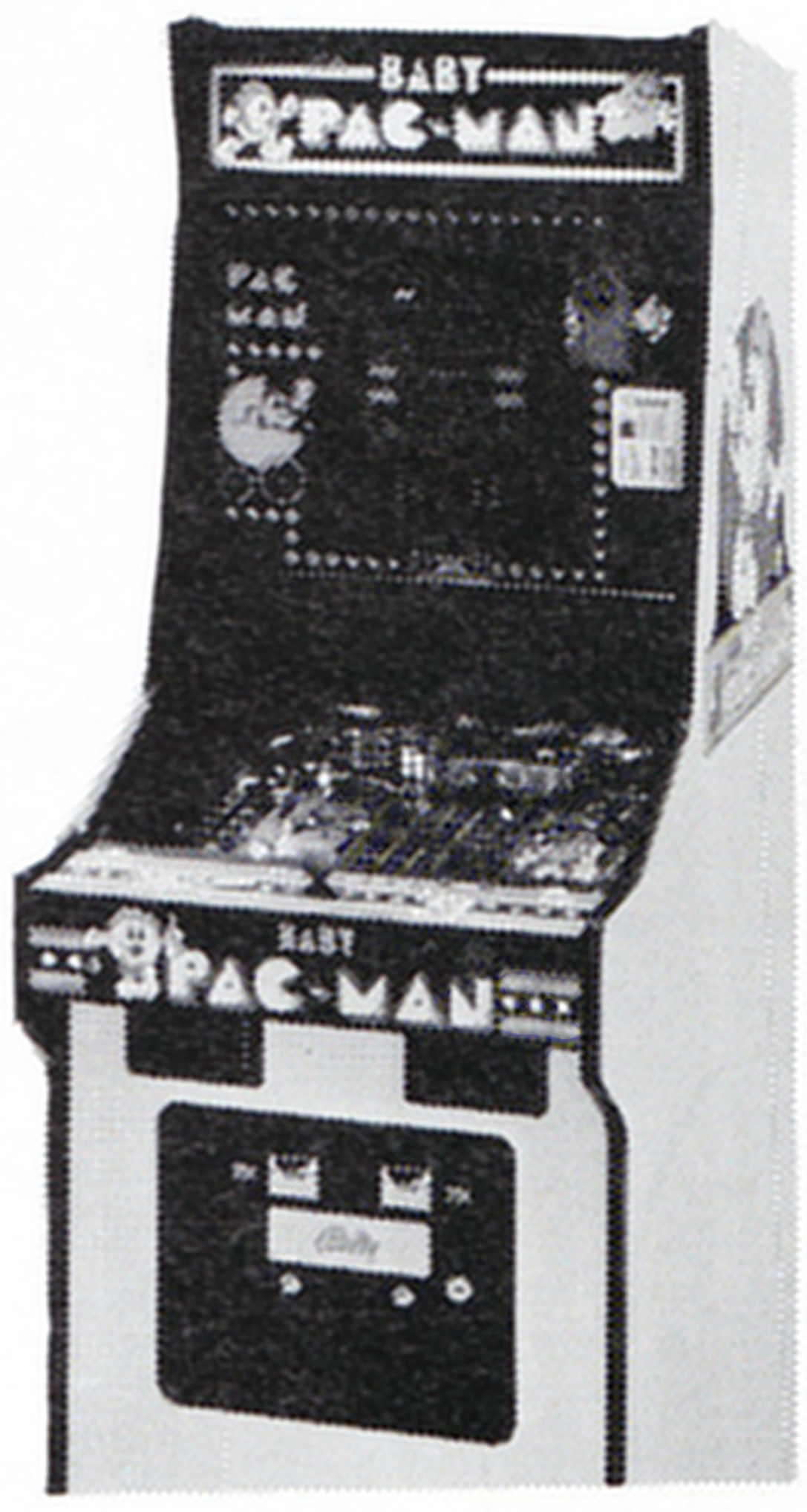
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